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THE Publishers' Weekly

The American Book Trade Journal

62 West 45th Street, New York

VOL. CXVI NEW YORK, SEPTEMBER 28, 1929 No. 13

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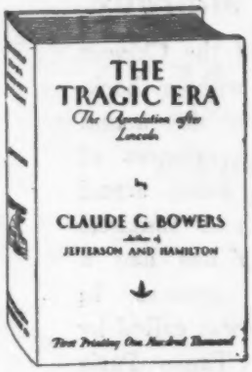
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. . . Lloyd Lewis in the Chicago Tribune

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THE TRAGIC ERA

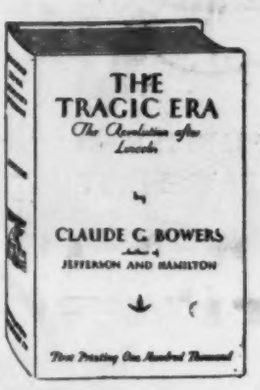
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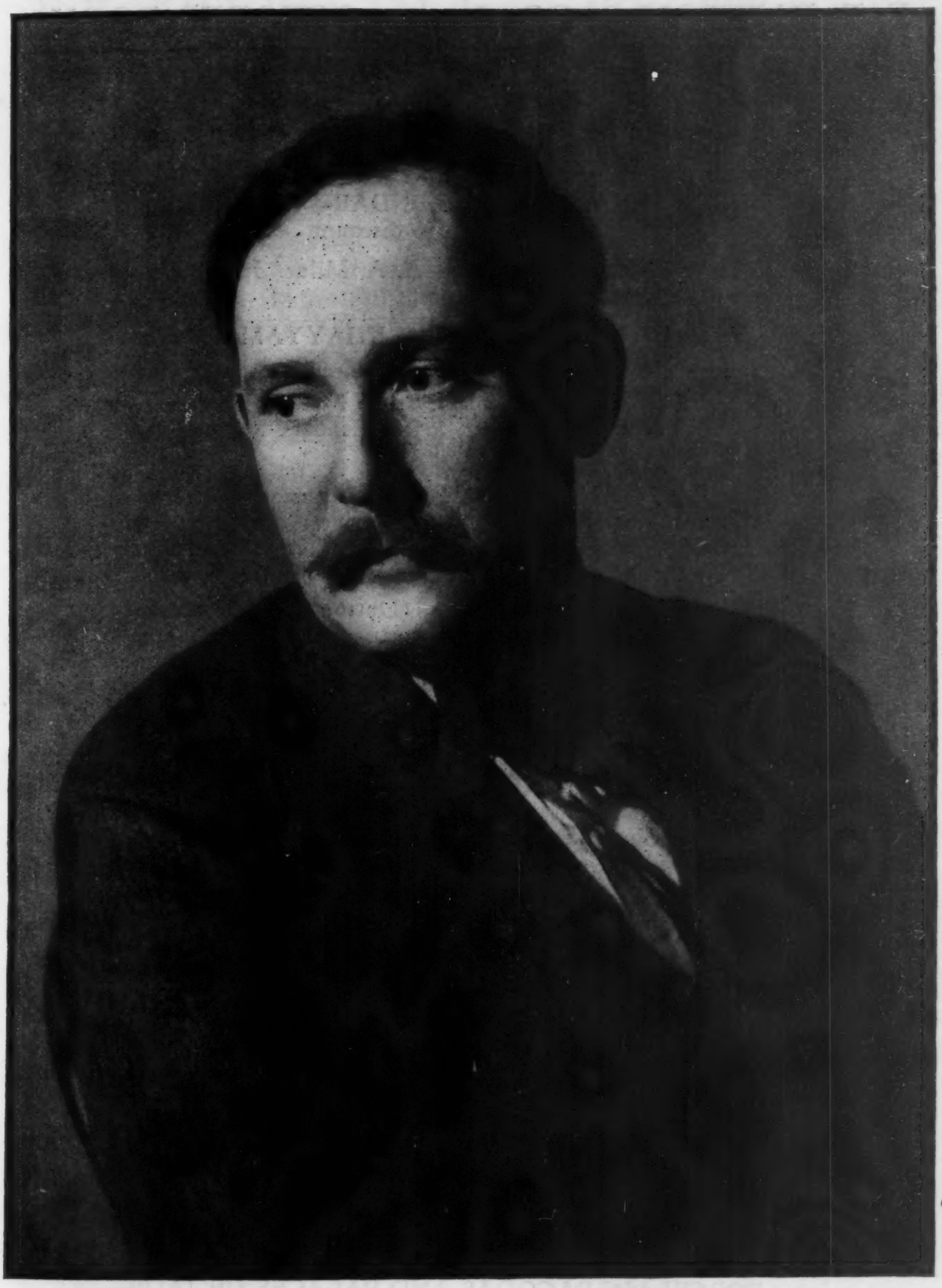
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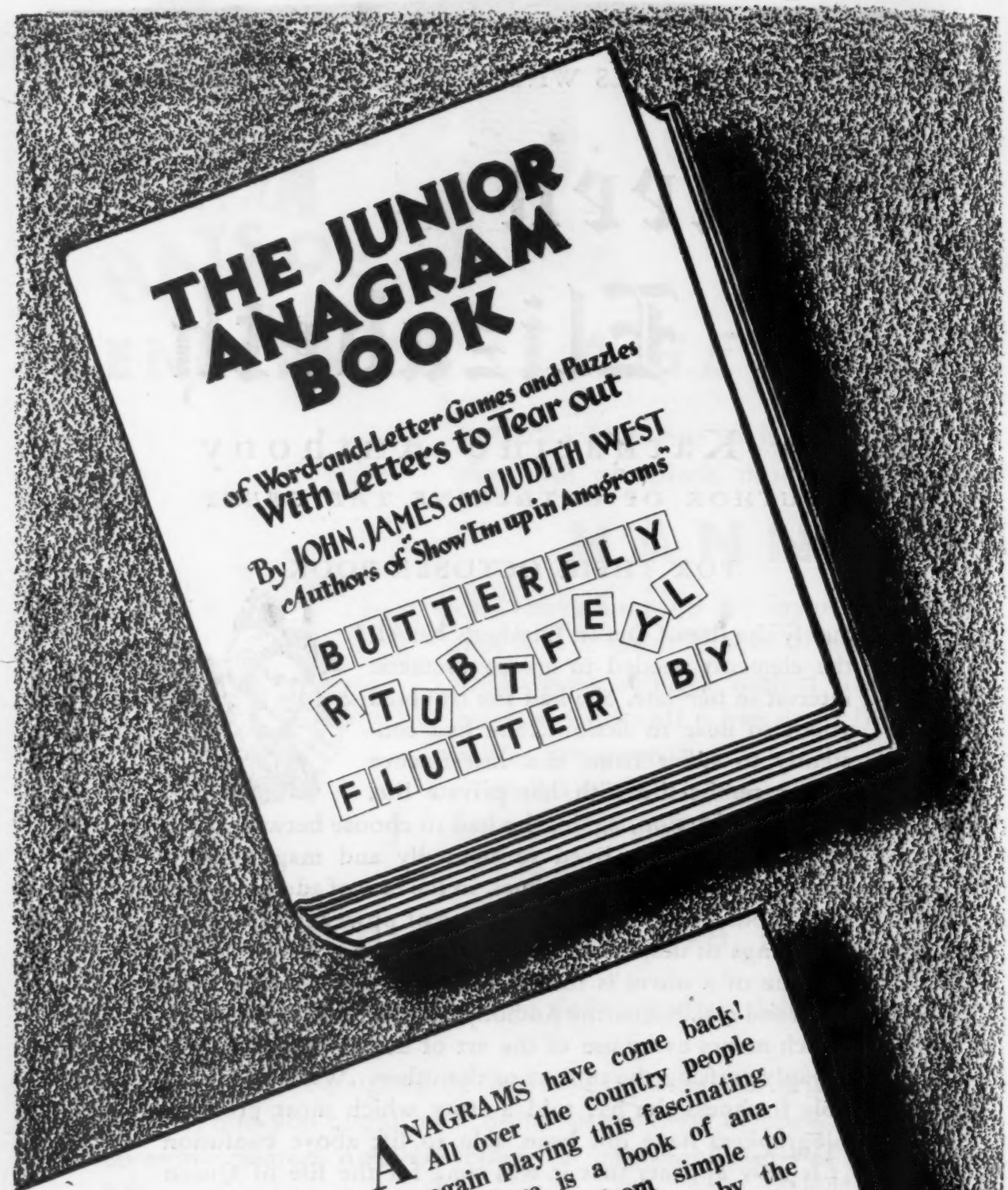


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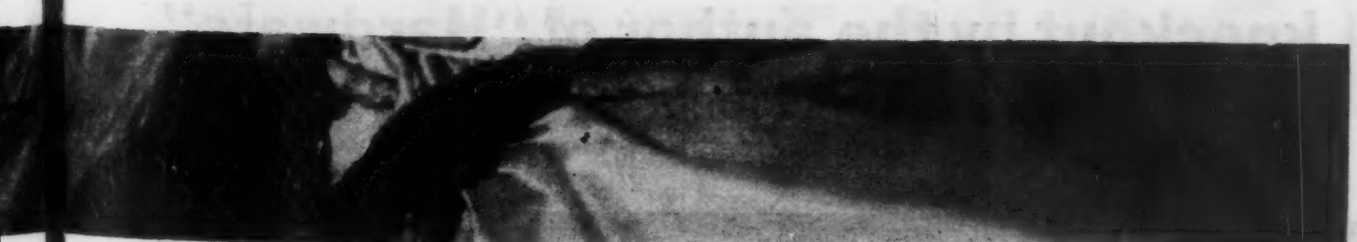


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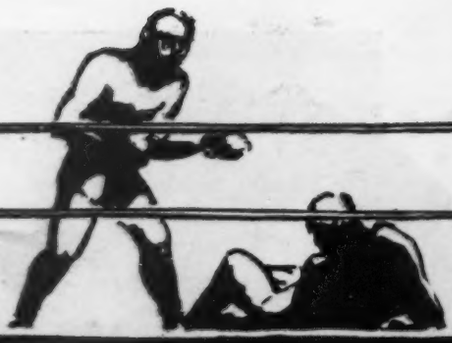
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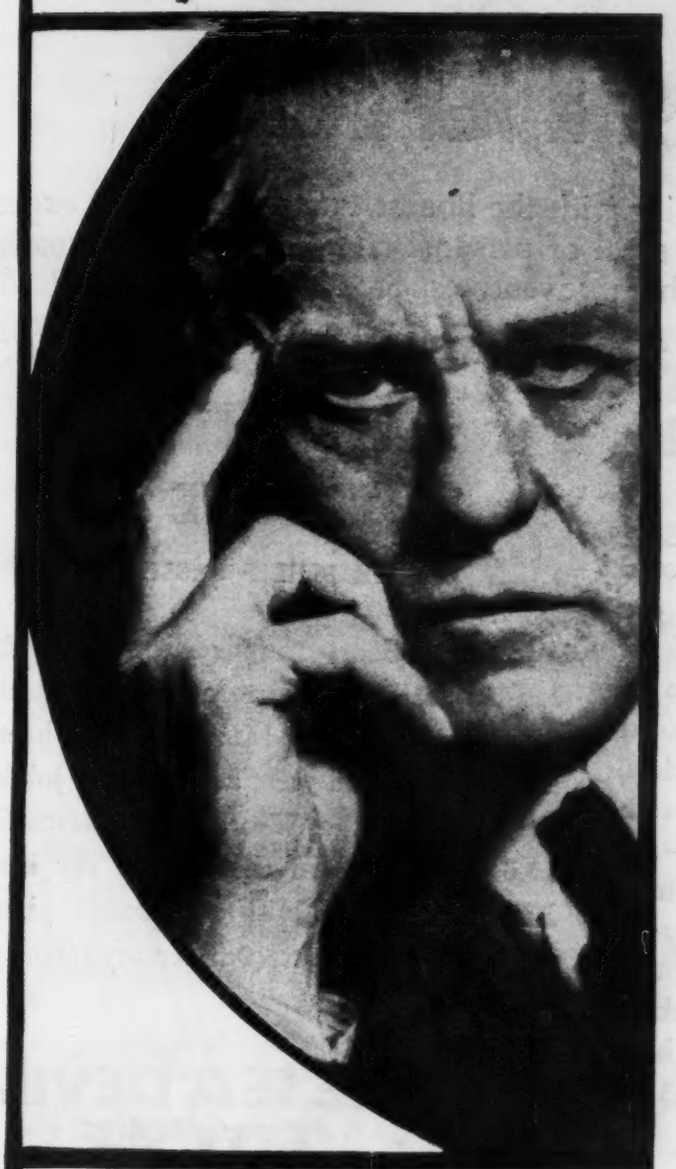
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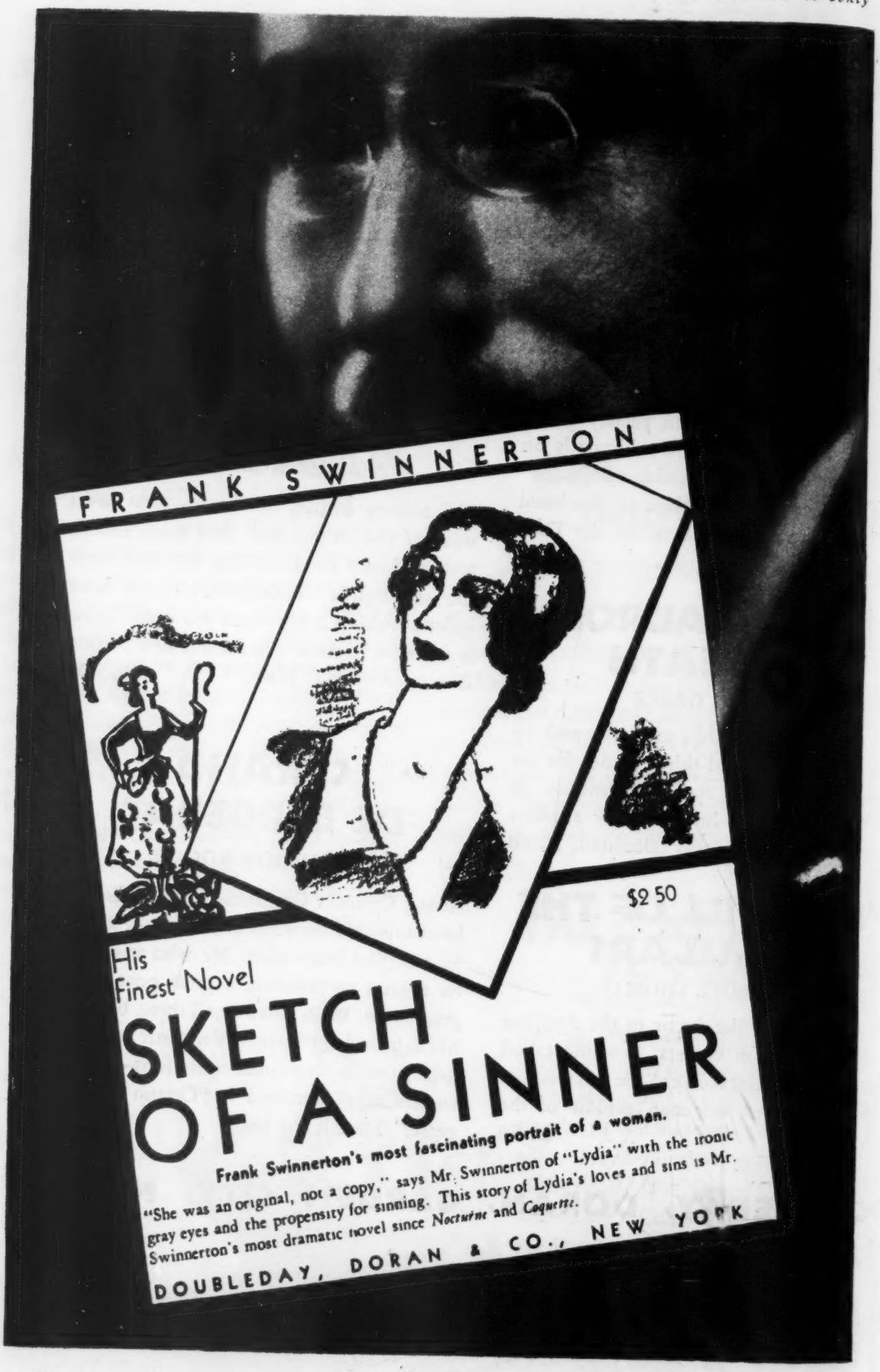
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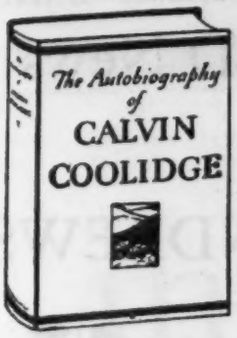
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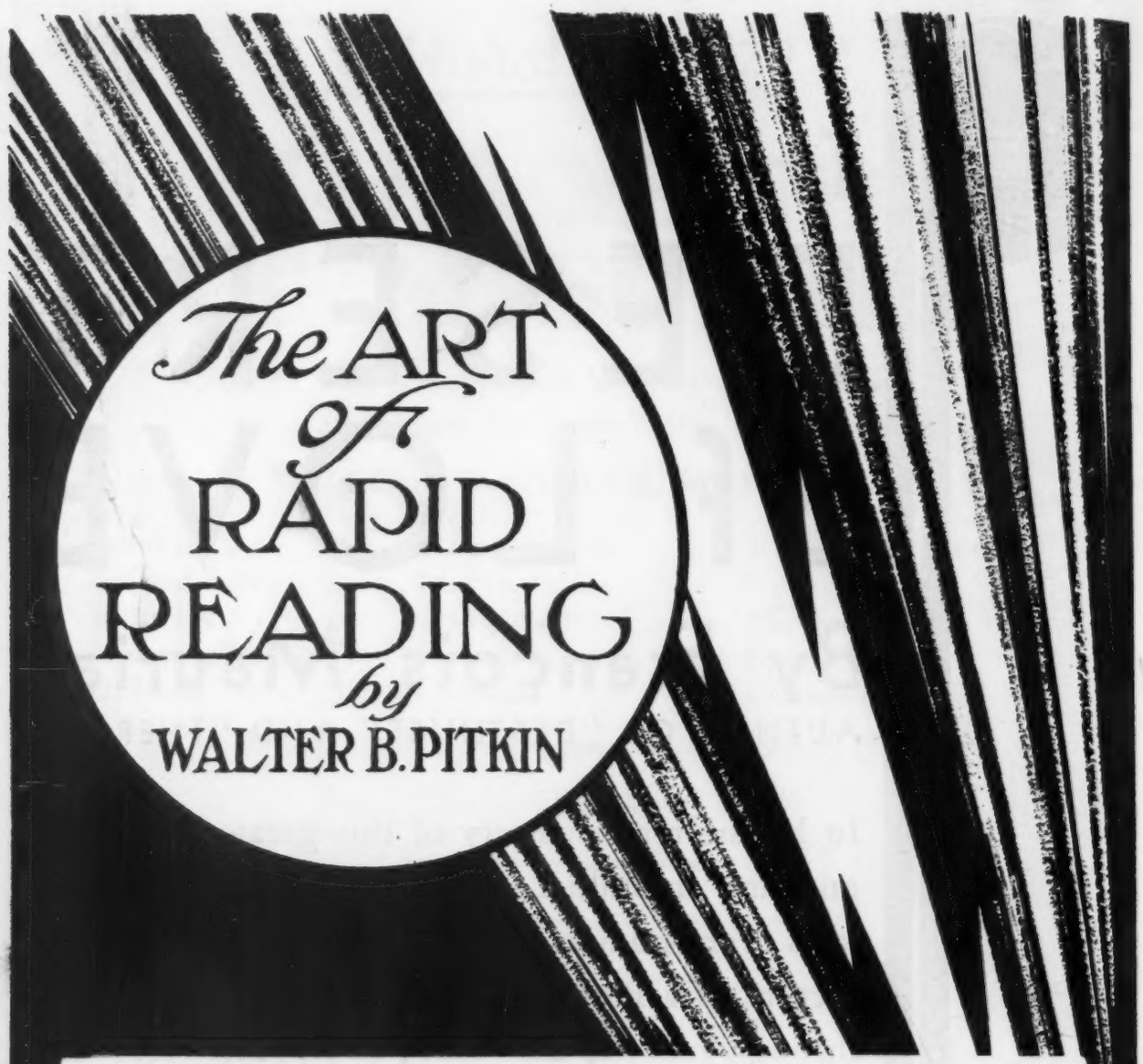
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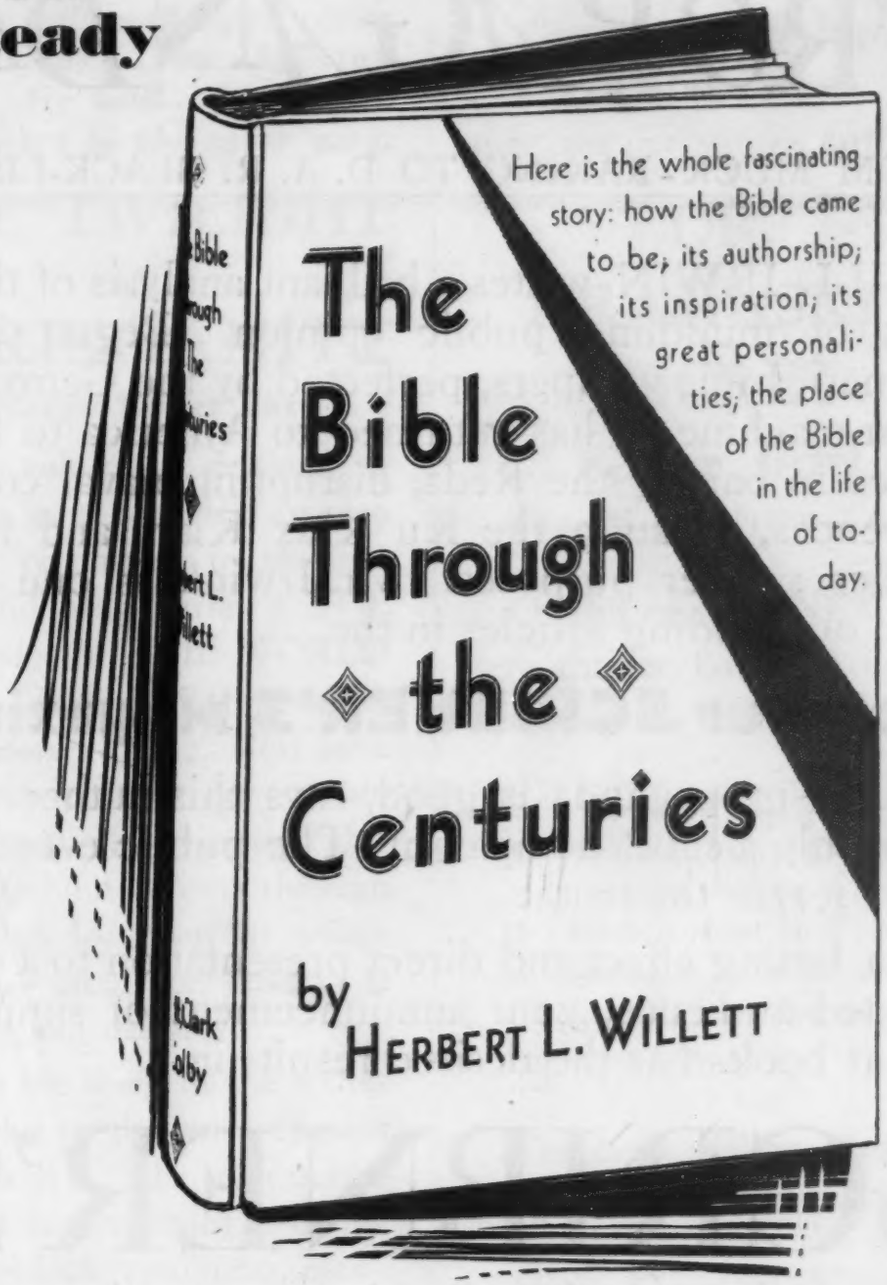
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 28, 1929

Why Authors Leave Home

Dale Warren

TO make more money is the obvious answer. At least that is what nine out of ten disinterested persons would tell you if you should ask them. Now that authorship has grown from a comparatively unlucrative profession into a business which pays not only well but in many cases promptly, the man in the street has come to believe that the monetary aspect of this particular form of commercial enterprise looms as large in the writer's mind as it does in that of the broker, the manufacturer or the automobile salesman. In a great many cases, I venture to say, this outside view is correct, but in a great many more I am certain that it is not—and it is the purpose of this article to discuss the various factors which apparently enable so many authors to jump about from publisher to publisher with the rapidity and ease of grasshoppers.

NOWADAYS the open season for fishing runs the year 'round with publishers going in heavily for various kinds of new-fangled baits. Mr. Warren, our Boston correspondent, discusses a general change in the ethics of publishing, which has caused the relationships between many authors and publishers to become things of the moment.

Without entering into an intricate discussion of contracts and royalties, it is safe to assume that every author wants to do as well as possible by himself financially, and that, provided he is not legally obligated to one publisher, he will always consider what appears to be a better offer from another. If this offer is not forthcoming, he will frequently take matters into his own hands and when his contract expires will take his new book to one whom he believes can handle it better. It is the usual custom for a publisher to take a first book on the assurance that he will be given the first opportunity to consider the author's next one or two, often on the same terms. From the publisher's point of view this insures him against establishing a new author in the public mind, only to have the author transfer his affiliations immediately after his début has been made. So grateful is the young author at finding a publisher that he is generally only too glad to make this concession.

In the happy days gone by there was something like a "gentleman's agreement" which operated unofficially to discourage one publisher from making an offer to an author on another's list; but like the bicycle, the Sunday baseball ban, and the sixpiece bathing suit, it seems to have been discarded in the march of events. The ethics of publishing has so far changed that it is no longer regarded as an unpardonable sin for a house to keep its eyes open and approach without fear or trepidation what was once considered another's "prop-

erty." Authors, today, apparently enjoy a twelve months open season.

A friend of mine recently had a first novel published through a reputable and well-established house. The book received an unusually good press, was enthusiastically praised by readers and, although its sales never reached any very spectacular figure, it was highly successful. Within three months of its publication, the author had been approached directly by four other publishers. A fifth wrote her as follows:

"Dear Mrs.——: May I present my respects to the author of———, one of the finest novels which I have read in some time? I am just starting out on a motor trip, and as it is to bring me into your vicinity I should be very happy to call and have the pleasure of meeting you."

To which the lady sent the following reply:

"My dear Mr.——: I have heard from my friend, ———, that you are a very charming gentleman, and it would give me great pleasure to have you stop in for tea in the course of your trip. In case you are anxious to talk business with me, I feel that I must tell you in advance that I am perfectly satisfied with my present publisher and do not contemplate making any change."

A few days afterwards she received a letter telling her that the pressure of work had caused the publisher to change his plans and that the proposed automobile trip had been abandoned.

Publishing history reveals an interesting array of facts: it shows that many authors have stayed with their original publishers throughout their literary careers; it shows also that many have changed several times, sometimes with good, sometimes with bad, results; it shows that not infrequently do authors repent of their excursions and come home like the prodigal son. If some authors are justified in changing, a great many are not, as they are only too quick to discover for themselves. Led on by flattering offers or by the success of another writer's book (notwithstanding the fact that it may bear no resemblance to their own) they quickly jump from what they think to be the frying pan into what they find to be the fire, and are surprised that their sales do not go up immediately. Only by experimenting with more than one publisher do they learn that in the long run it is the book which determines its own success.

To be specific, authors' grievances hinge more times than not upon the delicate question of advertising. "My publishers evidently don't want to sell my book because they have stopped advertising it" is a refrain all too familiar. It is made, however, by those who do not realize that advertising is as well a reflection of past sales as it is a gamble on sales in the future. A discouraged author who takes this point of view has seldom reason to be encouraged after he has changed his publisher. Now and then you come across an author who offers to pay for additional advertising out of his own pocket, but, if his publisher permits this arrangement, experience has shown that it is the advertising medium that profits.

In a great many cases it is the publisher and not the author who brings about the change, even though the author does not spread this information among his or her friends. Although special cases are legion, broadly speaking it is because the quality of the author's product, in the eyes of the publisher, is declining, or at least failing to improve. In other words the publisher has lost confidence in his author, and, when this is the case, no amount of half-hearted enthusiasm is of value. If a publisher has been carrying an author at a negligible profit, or even at a loss, for the period of two or three books, and is disappointed in a new manuscript when submitted, then it is inevitable that he should decline it. Bitter, however, is the publisher's lot, if the author whom he has nursed in infancy finally comes through with a bestseller on someone else's list. Still more bitter if his own bad judgment is to blame! What authors may not always realize is that a publisher has his entire list to consider, and that all refusals to publish do not necessarily mean that the author has turned out an inferior piece of work. It may be that the list is already overcrowded with fiction, that the publisher may have recently published or accepted from another writer a book on the same subject, or that he may not feel that the new manuscript, despite its excellent quality, is one to which he can do justice. In the latter case he may return it with a com-

plimentary letter, stating that in his opinion some other house is better equipped to handle it.

The question of "advances" is something that the old-time publisher did not have to face. In more leisurely times authors were content to wait until their royalty checks came in due course.

With most publishers the royalty scale is fairly uniform, and is as high as the traffic will bear, but the manner in which payments are made has undergone revolutionary changes in the past few years. For an author to receive something down on the date of publication did not, when first introduced, seem like a radical departure. If this was possible, argued the author, then why could this not be advanced to the date the manuscript was delivered? Not content with this, authors began asking greater concessions and publishers allowing them, so that today it is not unheard of for an author to receive an advance before his book is finished, or even begun.

How does it work? Personally I feel that it is becoming a "hold-up" game from which little good can come. Although justified in certain cases, such as a piece of work which is an unmistakable contribution to art or a non-fiction volume which causes a substantial outlay of both time and money, it introduces a bargaining element from which the publishing business has been comparatively free. A young and promising author is about to give a certain publisher his book on terms that are mutually satisfactory. A second publisher wants the book but does not feel that he can pay a higher royalty, so his inducement takes the form of the offer of an advance. If one publisher can give an advance, why not another, reasons the author? He, therefore, puts this proposition up to the first publisher who has two courses open: one, to pay the advance; two, to lose the book, and probably the author for good. If a third has wind of the situation he may step in with the promise of a larger advance, and the affair becomes more complicated. Some authors whom I have known have taken matters into their own hands to the extent that they have solicited advances before their books were finished and have in some cases when submitting a manuscript refused to consider terms that did not take this form.

A new publishing house is confronted first and foremost with the difficulty of building up a list, and, as it wants to include some well-known names, must be more generous in its offers than a long-established house. Also it frequently has more ready money at its immediate disposal wherewith to tempt an author, than an older publisher whose capital is already tied up in plant and property. An advance to it represents an added inducement which a more conservative organization is reluctant to extend.

The financial or monetary consideration is certainly not the only one which causes authors to transfer their publishing alliances. It is not unheard of for a publisher to go out of business, to amalgamate with another firm, or to drift into specialization. In such an event a change becomes almost automatic. Many publishers who own magazines find that the magazines are excellent feeders, and in purchasing articles frequently buy book rights as well. Consequently a new name may be added temporarily to the publication list even though the author is identified with another publisher. Writers in the non-fiction field are frequently invited to contribute to a series which some other publisher is issuing and an arrangement is often made that will be satisfactory to both publishers. Often if a publisher works out a plan for a special book for which he feels there is a need he acts freely in the matter of going to the man or woman best qualified to write such a book and not infrequently comes to terms.

Prize contests are also something with which the former generation of publishers was not forced to cope. Take the case of an author who has been writing for several years without making any considerable impression. He enters a competition sponsored by another publisher, wins first prize and is immediately put on the map. It is logical, therefore, that his next book shall go to the publisher whom he considers responsible for this success. In the group of manuscripts which do not win the prize there are frequently entries by established authors, and certain of the best are accepted for publication even though the author may have connections elsewhere.

Prolific novelists have sometimes found it advisable to alternate their books between two publishers, feeling that no one

publisher can do justice to a rapid succession of novels from the pen of the same author, and sometimes a writer will adopt a pseudonym, select a second publisher and develop a dual literary personality. The activity of authors' agents likewise is a large factor in the continual redistribution of authors. One author will tell you: "I owe my success to my agent's placing my work with the publisher best equipped to handle it," whereas you will hear from another that: "My sales have fallen off steadily since I changed publishers on the advice of an over-ambitious agent."

As the majority of American publishers send representatives abroad only once a year no very personal relationship can be maintained with English or foreign authors, and, therefore, changes are frequent, particularly as negotiations are generally carried on with English and continental publishers and agents, rather than with the authors themselves. Then, too, the majority of foreign books are imported in sheets and are not set up in this country.

The personal relationship between author and publisher has very far-reaching effects. This often makes itself felt when an executive of one publishing house leaves and goes to another, and certain authors follow in his train. The same is true when to or three younger members of a firm go in for themselves and are followed by authors whom they have served faithfully and effectively. The same loyal band will also often cause an author to turn a deaf ear to the most flattering of outside offers.

The theory that authors are of a thin-skinned race and must be handled with kid gloves has been pretty well exploded, although cases of pique and annoyance have time and again been responsible for authors deserting their publishers when only unimportant issues were at stake. As the business of writing and the business of publishing become more closely integrated, this frequently maligned relationship finds itself ever upon a firmer foundation.

Certainly more than one author has been made by sticking close to one house and by acting upon the sound editorial advice which any author has a right to expect from his or her publisher. If a publisher, on the other hand, wants to keep his authors, it goes without saying that he must not only win but continue to hold their confidence.

More About Rental Library Readers

Helen S. Lowitt

Magic Circle Book Shop

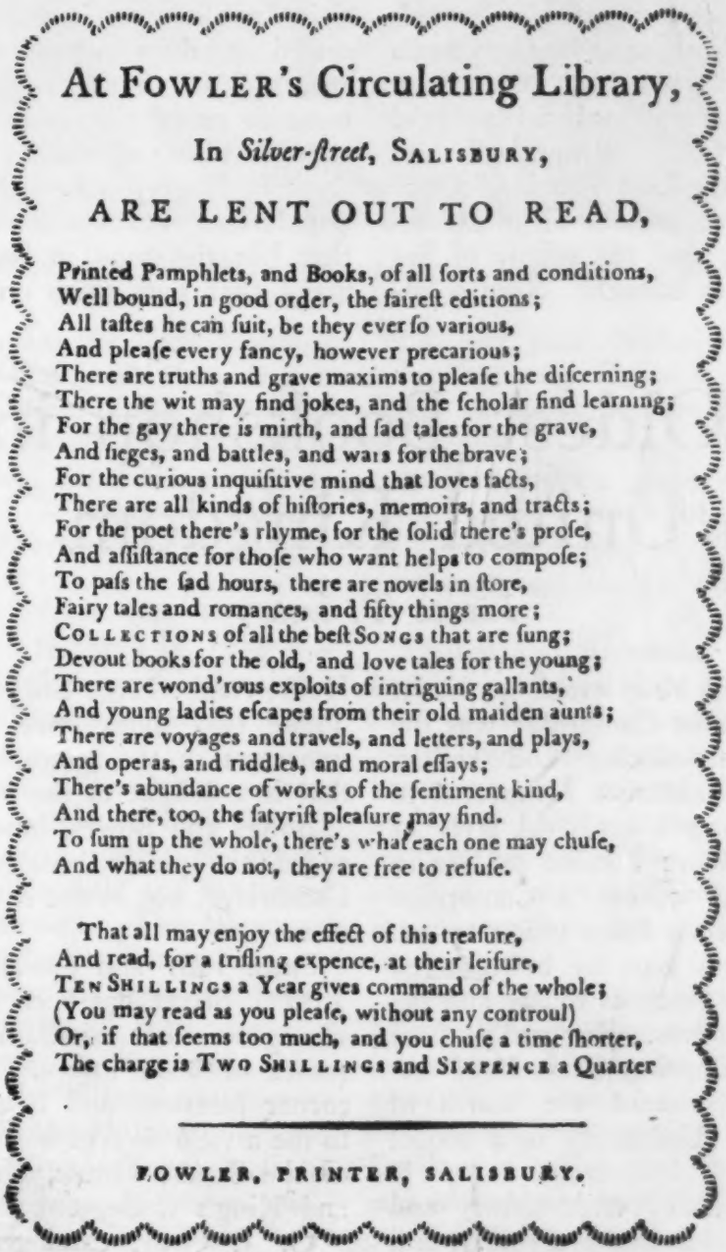
IN an article entitled "What Rental Library Readers Like," in the *Publishers' Weekly* some weeks ago, Alice Payne Hackett set forth her deductions from her contacts with the libraries which are using the publicity of *"What to Read in Books,"* the monthly list which she edits. Her conclusions were, in some instances, quite in line with mine, but in others, were entirely different.

"Have you a sweet love story?" she states to be the request of most library customers. I have never once heard this request. "What do you have that's new?" is the constant cry. Almost anything will do, so long as it is new. New usually means within the past month. It seems to be a special privilege to have the book before anyone else. The problem of supplying new books is so great that I had to think up a way of keeping up the supply as well as of not having too many books on the shelves. I noticed that people as they demanded the latest book, always reached for the freshest jacket. Therefore, as the book goes out the wrapper is removed and filed. When the book is returned, the cover is replaced as the book is put back on the shelf. In this way, the life of the book is considerably lengthened

and all the books look fresh. As the library puts in the new books as fast as they are published, I feel that merely prolonging the active service of the books is in no way a deception.

Of course, there are books that do long and active duty. They are what Miss Hackett calls "good stories." She gives as example "The Forbidden Woman," by Mocatta. This was a success in most libraries. There are many such; "The Green Bay Tree" and "Possession," "Charlotte Loewenskold" and "Green Willow" are all still going strong. Many copies have become worn out and, although they are all old books, they are rarely found on the shelves.

In this library, detective stories are always in demand. They are a considerable problem. There never are enough to go round. The women read as many as the men, with this difference, however. The men who read mystery stories rarely read anything else. Also, any murder story will do. The women are much more discriminating. They seem to lean toward some special type like those of international intrigue, or adventure, or all those of one



At Fowler's Circulating Library,

In *Silver-ſtreet*, Salisbury,

ARE LENT OUT TO READ,

Printed Pamphlets, and Books, of all ſorts and conditions,
Well bound, in good order, the faireſt editions;
All taſtes he can ſuit, be they ever ſo various,
And pleaſe every fancy, however precarious;
There are truths and grave maxims to pleaſe the diſcerning;
There the wit may find jokes, and the ſcholar find learning;
For the gay there is mirth, and ſad tales for the grave,
And ſieges, and battles, and wars for the brave;
For the curious inquiſitive mind that loves facts,
There are all kinds of hiſtories, memoirs, and tracts;
For the poet there's rhyme, for the ſolid there's proſe,
And aſſiſtance for thoſe who want helps to compoſe;
To paſs the ſad hours, there are novels in ſtore,
Fairy tales and romances, and fifty things more;
Collections of all the beſt Songs that are ſung;
Devout books for the old, and love tales for the young;
There are wond'rous exploits of intriguing gallants,
And young ladies eſcapes from their old maiden aunts;
There are voyages and travels, and letters, and plays,
And operas, and riddles, and moral eſſays;
There's abundance of works of the ſentiment kind,
And there, too, the ſatyriſt pleaſure may find.
To ſum up the whole, there's what each one may chuſe,
And what they do not, they are free to refuſe.

That all may enjoy the effect of this treaſure,
And read, for a trifling expence, at their leiſure,
Ten Shillings a Year gives command of the whole;
(You may read as you pleaſe, without any controul)
Or, if that ſeems too much, and you chuſe a time ſhorter,
The charge is Two Shillings and Sixpence a Quarter

FOWLER, PRINTER, SALISBURY.

An enterprising Rental Library of the 18th Century presented its plea for customers in poetical form. This flier, reprinted in facsimile, was found in an old scrap-book by Alfred F. Goldsmith of New York.

author. They are also more critical of the style and content. Perhaps this is because the women rarely read only mystery stories, and usually those who read the greatest number of thrillers have the best taste in other literature.

The most striking thing I have found out about rental library customers is that most of them want a certain type of book at the same time. There is a demand of books of one kind for a while and then the trend shifts to something entirely different. For instance, there is now a tremendous call for books based on the problem of the "Well of Loneliness." Everyone seems to want to read "Marie Bonifas," "Schoolgirl," etc. A little while ago there was a run on biographies connected with the Russian royal family. They all wanted to read "The Tragic Bride," "Rasputin," and "Intimate Life of the Last Tzarina." Once E. Barrington made pseudo historical romances so popular that the supply of her books was not great enough. Now a historical romance is rarely read and E. Barrington's name arouses no enthusiasm. After Ludwig's "Napoleon" everyone read biography and since S. S. Van Dine we must have murder stories. Last year we were deluged by sex novels that were pretty shabby and not very clever. This year war stories hold the stage. Perhaps next this sophisticated clientele will all demand the "sweet love story." It would be quite a refreshing change.

As to the so-called best sellers. The difficulty there is the shortness of their popularity. Perhaps that is because they are often the books that have had large advertising publicity or have been favorably received by critics in popular literary supplements. Often I find they are a disappointment to rental library readers in most instances. But, of course, we must supply them in large numbers during their short popularity. Perhaps it is the large orders that libraries send in because of this demand that puts them on best seller lists.

The Oldest Bookshop in the United Kingdom

James T. Leary

THE first thing that struck me about the bookshops of Cambridge was the modernity in display and selling methods. I don't mean that I expected to find them employing a medieval style of bookselling, but before I came to live in the University, the words "a Cambridge Bookshop" presented a dusty vision to me. I saw musty places kept by bewhiskered old men, and their stock as musty and bewhiskered as themselves. But really, there is nothing of the Charing Cross Road second-hand bookshop about the stores of Cambridge. The University is a model bookshop town.

The shops are heavy with history and tradition, yet the assistants are young, and brisk, and the stock, though it has its venerable sections, is equally young and brisk.

Certainly this is true of Bowes and Bowes at No. 1 Trinity Street and of W. Heffer and Sons, Ltd., at Petty Cury. These two shops have a Fifth Avenue smartness in the atmosphere, and a stock that is a delight to the buyer.

Bowes and Bowes, however, is acknowledged the oldest bookshop, not only in Cambridge, but in the entire United Kingdom.

Since 1581 and possibly earlier, No. 1 Trinity Street has been known to successive generations of Cambridge men as a resort of book lovers. The shop has a corner location, and it confronts what is to me a view of true beauty: the panorama of the Senate House, University Library, and King's College.

G. J. Gray, cataloger to Bowes and Bowes, suggests that Spierinck, the binder probably occupied No. 1 Trinity Street during the years 1505 to 1546. Whether or not it was here that Spierinck did his



Bowes and Bowes, for over three centuries a bookshop

renowned bindings has not been definitely ascertained. The first established fact in the history of this house is that it was occupied by William Scarlett from 1581 to 1617. After Scarlett, came Henry Moody who was succeeded in 1637 by William Lone. William Dickenson followed Lone in 1688.

Across the street from No. 1 Trinity Street is the Senate House. In 1718 this site was occupied by Edmund Jeffery who at the death of Dickenson moved his books across the road.

In 1729 William Thurlbourne came into possession; he purchased both Nos. 1 and 2 Trinity Street in 1757. He rented No. 2 to William Woodyer and continued to occupy No. 1 himself. The houses of Woodyer and Thurlbourne formed a partnership and for several years published books under the imprint of both names.

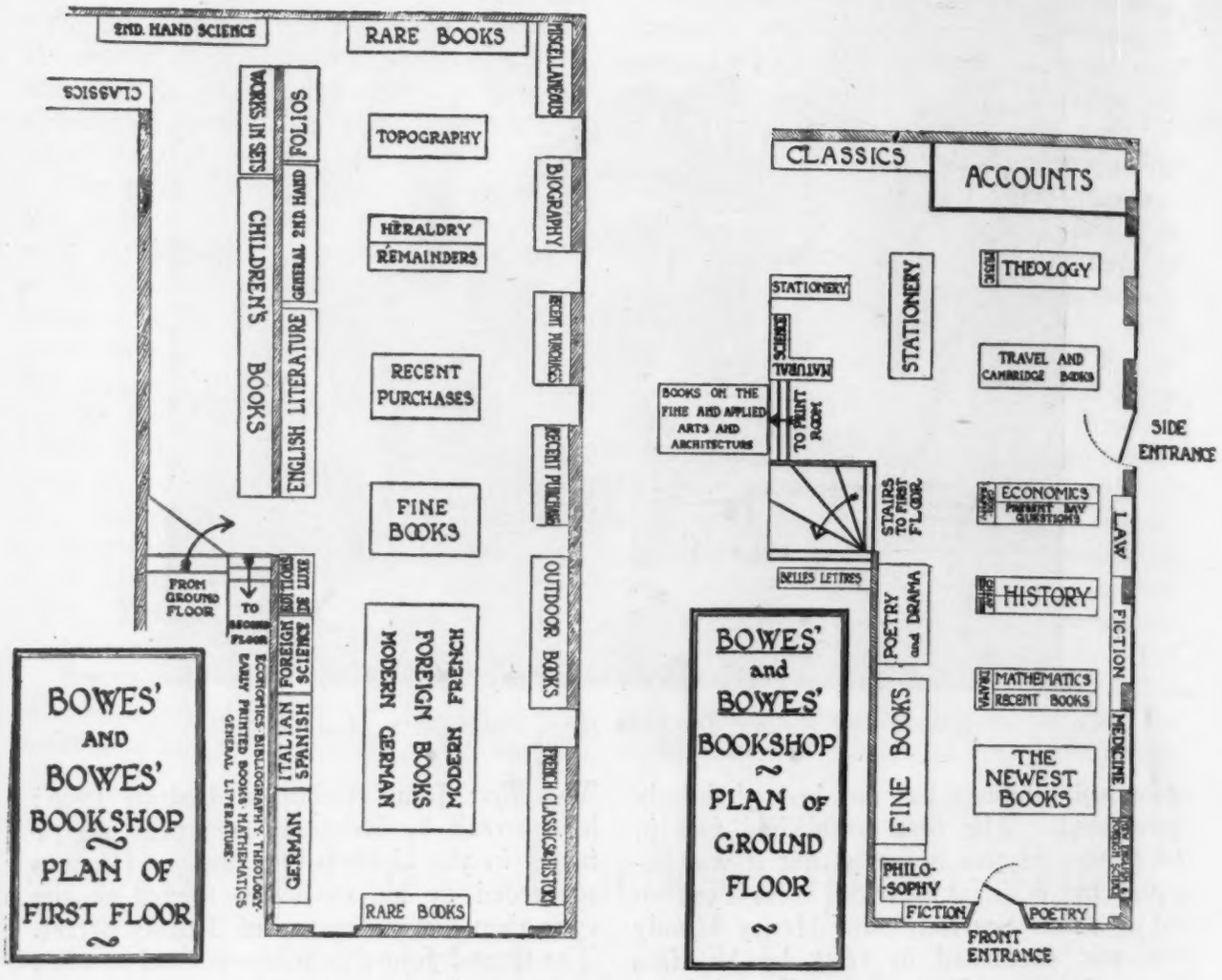
After Thurlbourne died in 1768, John Woodyer, son of the partner, purchased the house and unsuccessfully continued the business. In 1779 Woodyer was declared bankrupt, and one John Deighton purchased the property.

In 1752 John Nicholson, usually called "Maps," began business near the present entrance gate of King's College. He had married the daughter of Robert Watt, the founder of the first circulating library. This first John Nicholson died in 1796; his portrait by Reinagle (see page 1607) hangs in the University Library. He was succeeded by his son, who moved to the even then historic corner of Trinity Street. The second John Nicholson retired in 1822 and was succeeded by Thomas Stevenson, who continued the business until his death in 1845.

Daniel and Alexander Macmillan, who had acquired two years previously the business of Richard Newby at 17 Trinity Street, now also acquired that of Thomas Stevenson, and merged the two businesses at No. 1 Trinity Street in 1846. It was in that year that the late Robert Bowes came as a boy from Scotland to live with the Macmillans, his uncles, and to learn the business.

The name of the firm was until 1850 Macmillan, Barclay and Macmillan, and afterwards Macmillan and Co. The growth of the publishing department necessitated the opening of a branch in London in 1858, and five years later it was entirely removed there as an independent publishing house.

After 1863 the Cambridge shop was managed by Robert Bowes in partnership with Alexander Macmillan. One year after the death of Alexander Macmillan in 1896, his grand-nephew, George Brimley



The floor-plans of the store are available to the customer, who is invited to browse

Bowes, named after his uncle the essayist, became associated with the business. Since 1907 the name of the shop has been Bowes and Bowes.

Before I introduce you to George Brimley Bowes, I shall tell you about his bookshop as it is today. I have visited bookshops the world over, and I can say sincerely that the atmosphere of No. 1 Trinity Street approaches the ideal from every standpoint.

The arrangement of the shop is a delight to the mind and the eye. Even the time-worn second-hand books have a bright appearance. The jackets are all clean jackets. The floor-plans of the store (shown below) are available to the customer, for this is one of those bookshops wherein the buyer is actually permitted to "browse."

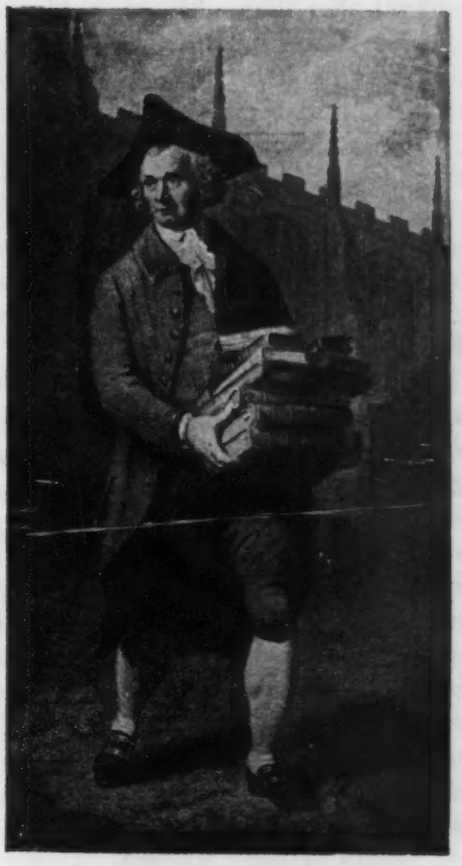
The display shelves are similar in style to our library stacks; the lighting is excellent. New books in various branches of literature, science and the arts are found on the ground floor, classified according to subject. They range from scholarly works and textbooks for the student in all subjects to books for the general reader including drama, fiction, sport, and questions of the day. There is an entire section devoted to the Greek and Latin classics, another section is composed of travel books relevant to Cambridge, then history, economics, medicine, and natural sciences. Books to please every variety of taste!

Adjoining the bookshop is a print room artistically lighted for the display of pictures and the exhibition of one-man shows. These exhibitions are similar in type to those arranged by Doubleday, Doran and Co., in the Barbizon Library, New York City. The Bowes' print gallery specializes in old color aquatints of Cambridge, such as those published by Ackermann, engravings by Loggan and old maps of the 16th

and 17th centuries, as well as mezzotint portraits of famous men, who have been in any way connected with the University.

Of the present-day work, modern etchings are favored and are represented by such artists as F. L. Griggs, Gerald Brockhurst, Rushbury and Louis Rosenberg.

The long room on the first floor was to me the most interesting feature of the entire shop. Here in perfectly ordered sections are the French, German, Italian, and Spanish books. No grubby copies as is the case in the foreign sections of so many of our American bookshops, but clean, colorful items. I spent twenty minutes examining the books in Messrs. Bowes' foreign section, and at the end of that time my hands were still clean—which is an amazing thing to say about any bookshop.



Old "Maps," librarian and bookseller, 1752-1796

The bargain hunters, too, can be found on the first floor, for it is here that the second-hand book department is located. Sets, "Remainders," and Juveniles each have a spotless home in the long room.

I had never really browsed. In New York, London, and Paris the book clerks have an expectant, anticipating-a-sale expression that they have not been trained to hide, and the timid book-buyer hurriedly selects a book and departs without knowing the indescribable joys of browsing.

The assistants at No. 1 Trinity Street succeed in "getting across" to the buyer that they are gentlemen who have invited you to inspect their library in a leisurely way. The service is efficient but never high-pressured.

I experienced some of my weakest moments in the art and literature sections which include a perfect stock of fine and applied art titles, first and limited editions, modern presses, etc.

In this section, for example, there are items from the library of the late Sir Edmund Gosse, a fine copy of the first edition of Smollett's "Peregrine Pickle" in four volmes, a collection of Seigfried Sassoon's works, privately printed and inscribed by the author. Beardsley items, Hardy firsts . . . . . If you are not iron- willed, keep out of the tempting rare book sections of No. 1 Trinity Street.

The entire structure has undergone extensive alterations at different times, and the second floor rooms which were formerly living quarters are now entirely given over to business purposes.

But a great many of the old rooms remain, and all of them have interesting associations. The entire second floor is in its original paneling.

More rare books, theological titles, and two rooms of mathematical books are on this floor. One front room holds rare 16th century volumes in contemporary fine bindings.

Between the mathematic rooms there remains untouched the relic of a vanished age: a powder closet. A room large enough for milady to sprinkle powder in her hair without messing up the rest of the house. It is refreshing to come upon such a discovery in the midst of your book buying.

Tearing myself away from a nine-pound copy of Sassoon's "Sonnets," I looked for an assistant. He appeared from nowhere to aid me. I asked for the proprietor.

Mr. Bowes would be free in a few moments. In the meantime, I questioned the assistant, who answered my bombardment so courteously and concisely that I regretted the end of the conversation. He told me that his regular customers are, of course, the undergraduates. He believes the Cambridge undergraduate to be the best informed book-buyer in the country.

I might add that the stock of the bookshop speaks highly for its clientele and manager: there is an obvious absence of the usual "cheap" literature so prevalent in London stalls.

Aside from the personalities in the colleges that are customers at this historic shop, I learned from the assistant that it is here that Lytton Strachey, Hugh Walpole, and Aldous Huxley often buy their books.

Mr. Bowes was now at liberty, and the assistant led me to a small unpretentious office, presented me to the proprietor and departed.

I had imagined that heavy must hang the head that has 350 years of tradition to live up to, but George Brimley Bowes, M.A., late Classical Scholar of Emmanuel College wears his managerial crown with a dignity and enthusiasm that is admirable.

Mr. Bowes is that rare being, a scholar with an odd streak of business energy. This combination accounts for the many unusual and pleasant features of his shop. He is a middle-aged man of unending energy, and he fits with perfect harmony into the historic picture of his house.

After all, operating a successful bookshop in the shadows of medieval colleges, within the very scene of the activities of Tennyson, Gray, and Byron, is a form of art that cannot be overestimated.

Mr. Bowes knows the fine points of the booktrade by instinct, and Great Britain has acknowledged that ability by having elected him in succession, President of the Antiquarian Booksellers' Association, President of the Associated Booksellers of the United Kingdom, and Chairman of the Joint Committee of Publishers and Booksellers.

He is passionately interested in his business, keenly conscious of the activity in each department. Despite the associations in which he is steeped, there is nothing of the personified legend in Mr. Bowes' conversation.

He told me some priceless stories of Charles Kingsley, the author of "Westward Ho!", who was a great friend of both his father and the Macmillans. He said the long room of the first floor of the shop had formerly been two rooms. It was the custom in 1850 to read newspapers at bookshops, and one of these rooms was devoted to this purpose. At this informal common-room the undergraduates and dons came after four o'clock hall to chat and read the news. The other room was a sort of drawing room. Here Tennyson read "Maud," and in a small room adjoining, Thackeray lunched when delivering his lectures on "English Humorists" in Cambridge. Here, too, Charles Kingsley showed the brothers Macmillan the MS. of "Alton Locke," and Ludovici, the artist, sat and caricatured the literary men of the day as they gossiped and argued.

While Mr. Bowes related these anecdotes to me, I felt the reverent pride that he holds for his shop, and I seemed to be in the fifties under the power of associations so compelling.

Outside of the retail selling activities, Bowes and Bowes have published many books relevant to Cambridge. The first two books that J. B. Priestly wrote, and the parodies and other verses of J. K. Stephens entitled "Lapsus Calami" bear the imprint of Messrs. Bowes.

I had entered the shop early in the morning, and as to-day was an early closing, I realized from the clerks' activities that it was noon. We had been talking for an hour. Yet in that brief period I have passed through one of the most singular and delightful book experiences I have known.

Before bidding me goodbye, Mr. Bowes told me the secret of his achieving perfection in assistants.

"I pick the men from secondary schools: men of high scholastic record," he said. "They must then serve a three year apprenticeship in my shop."

That explained it all! Three years of daily association with Mr. Bowes would make a gentleman out of any secondary school man.

His sincere interest in the well-being of his assistants is evinced in an arrangement whereby his employees might attend classes and lectures in the continuation school of the University.

As I left the office of No. 1 Trinity Street passing through the room "where Tennyson read 'Maud,' " the sense of leaving an historic church enveloped me—but withal, a very intimate and homey church.

Periodical Publishers Talk Over Problems

THE National Publishers' Association, which includes 178 magazine publishers, held its annual meeting at Shawnee, Pa., on September 19, and re-elected the same officers with Andrew C. Pearson as President. The interests of this group in many ways overlap the interest of book publishers, and their actions on legislation, especially postal, labor and copyright matters, are of interest to the booktrade.

The Committee on Copyright, of which William B. Warner of McCall's is chairman, again placed the Association in opposition to copyright change, and, if its opposition is effective, it will leave the United States still outside the International Copyright Union, along with China, Russia and Mexico. Automatic copyright, which is the fundamental necessity of an international copyright agreement, is believed by the Association to be inimical to magazine interests, and they also are opposed to the type of author contract which is used in European countries which the Committee claims is unsound and gives the publisher very few rights.

Third Assistant Postmaster General Tilton, in charge of cost accounting addressed the convention, and, approaching as he did the problems of the post office with the experience of an expert accountant accustomed to business analysis, his report was of unusual value. His address, which was the first one made since he has been appointed by President Hoover, was of special significance, and indicated that the cost analysis of the post office would be made in a businesslike way, which has not been the case for many years. The fact that the post office showed this year a very large increased deficit which had reached $95,000,000 makes this comment of particular importance. He pointed out that more than half this deficit was due to special gratis service such as free county delivery, which probably costs $10,000,000, free handling of mail for other government departments $3,500,000, special handling of religious, scientific and educational publications at a probable loss of $16,000,000, excess cost on foreign mails and subsidies to American boats handling foreign mail $12,000,000, and other items of the same character totaling $53,000,000. He also pointed out that, while the first class postage in the last accounting showed a probable plus of $87,000,000 and second class matter showed a loss of $85,000,000, in neither of these figures had any account been made of any cost item except the weight of the matter handled. This leaves out the imponderables which must necessarily affect true accounting, first class matter receiving preferred service of fast delivery, and special arrangements of all kinds which are not charged up against it. Mr. Tilton said that such a deficit could only be met by an increase in rates which would have to be fixed by Congress and a reduction in costs, and the question of possible savings is already being considered.

In surveying the situation on labor, the association's committee commented on the fact that the past year had been free from strikes, except in the color shops of Chicago, which had finally adopted a 44-hour week. The issue of a 40-hour, 5-day week has been raised in New York. It is believed that the leaders of labor can hardly favor this while so much of the country is still on a 48-hour basis, as it would handicap large city printers.

The new tariff bill had offered very few points of interest to the periodical publisher. One suggested change has been that which put into the bill a definition of newsprint, so as to take off the free list ground pulp paper which is similar in character to newsprint but used for cheap magazines. Congress, however, seems not likely to carry out that idea. A protest was also made against the Senate's one cent increase on casein, which had been suggested in the interest of farmers. Casein enters into the cost of coated paper.

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The American Book Trade Journal

Founded by F. Leypoldt

EDITORS
R. R. Bowker F. G. Melcher

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September 28, 1929

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Books on World Affairs

THERE is practical help in evaluating the literature of world affairs to be obtained through a new undertaking of the World Peace Foundation of Boston, which is preparing lists of the best books on all the varying aspects of international affairs. In order to do this, they have enlisted the co-operation of the outstanding scholars in the field of international matters in various universities of the country. Each professor is listing the books which seem to him to be the best so far produced on different topics taken up. These lists are being printed in the *Library Journal,* there making the results available to librarians and the booktrade.

The first list published on September 1st was the one on Foreign Trade, which will be followed by lists on Latin America, International Relations, International Organization, Modern European History, American Foreign Policy, the Far East, Industrial Management, etc. The lists are annotated, and there is a key which indicates which professors have favored which books. The practical result of such an effort is to give booksellers a list of titles which can be heartily recommended and to give publishers an idea of the trend of opinion on their books, and, if they are planning any new books, just what is already available.

Building Mailing Lists

THE fall is the time in the bookseller's year when mailing lists become increasingly important, and it is the time also for their revision and extention. Returned envelopes from the season's first mailings should be most carefully watched, so that changes can be promptly made in the stencils or in the written lists, newspapers should be watched for addresses of new residents, new officers of clubs, and new readers in community activities of all kinds.

The bookseller needs to have his mailing list in good shape and also needs to have it well under control. There is reason for sending out both general catalogs and specific sales suggestions. Sometimes it is erroneously assumed that because a person buys one book on a subject he is collecting only that subject for life, but this is not usually the case, and, if such a customer only gets sales letters on one subject, he will not extend his collecting habits. The collector's interest in special authors must be watched, as people follow their author interest closely and many do this in order to obtain first editions. Such customers are disappointed if they discover too late that their favorite author has published a new book and that the bookseller is now selling the second printing. There is, too, a certain flattery to the customer in feeling that he is getting a book at a date when it is fresh from the presses.

Still another department of collecting interest is rapidly growing, and that is the interest in fine editions. Both the quality and quantity of the product in this field is rapidly rising, and the consequent interest in the books is growing. The customer who knows that these can be obtained at list price on the date of publication is not so anxious to pick them up afterward at an increased price and appreciates having advance word from his bookseller about the books that are just coming along. For this reason, the *Publishers' Weekly* is adding to its service a check-list of special editions appearing regularly in the third issue of each month. By watching this record, booksellers will think of many customers who would like to be notified of the current output.

A Big Dollar's Worth

BY putting Wells' "Outline of History," complete, into the *Star Dollar Series,* the Garden City Publishing Company is giving the home and public libraries a good opportunity, and, at the same time, it has faced successfully a rather difficult problem of bookmaking in putting 1193 pages into a convenient and easily read book. But, more than that, it has given the whole series advertising by providing a book that will be interpreted by the public as an outstanding example of what the dollar will buy. We should be much surprised if the book can be produced at the price necessary to sell it at this figure, but nevertheless it will be a profitable thing for the publishers because of the prestige it gives to the whole series.

Do Publishers Want Postal Reply Cards?

THE Post Office Department is in the throes of an economy program, as invariably happens when a change of administration brings a new official head to its activities, and Postmaster General Walter F. Brown is considering the elimination of reply cards and reply envelopes.

Examination of the revenues and expenses incurred under the 1928 postal rate law has convinced postal officials that reply cards and reply envelopes have less popularity than had been anticipated by the sponsors. Some of the larger users have conducted tests with reply cards and reply envelopes which convince them that they should go back to the two-cent postage stamp to get new business. One mailer, who used the two-cent postage stamps and the business reply cards and envelopes in a test which he was conducting to get funds for a well-known welfare organization submitted the results of his test to the Department and it is reported that the percentage of replies received by the use of the two-cent postage stamp was considerably greater than that attained through the use of the business reply cards and envelopes.

The Department is giving these tests serious consideration in drafting new recommendations to Congress for postal revenue-producing laws, which are now being considered by Third Assistant Postmaster General, Frederic A. Tilton, under whose direction a new fiscal policy is being worked out.

The Department thinks it is time that the larger mail users should go back to the use of the 2-cent postage stamp as builders of business, unless other users of mail are convinced that the busniess reply cards and reply envelopes have not lost their usefulness.

Book publishers who are interested in direct mail selling, and who find the reply card and reply envelope of real assistance should make prompt representations to the Post Office Department.

"Strange Interlude" Goes to Quincy

THE Theatre Guild has decided to open "Strange Interlude" on Monday, September 30th, in the city of Quincy, seven miles south of the State House dome. The Quincy Theater, with a capacity of 1,300 persons, has been chosen to house the much-disputed play. There is no censorship law in Quincy, but the Mayor has power to suspend or revoke a theater's license if a play is found "objectionable," although it does not seem probable that this will be the case in regard to "Strange Interlude." However, Mayor McGrath of that city said that he would reserve judgment on the play until he had had a chance to see it on the opening night. It is problematical whether or not the opposition to the play which has inevitably cropped up in Boston vicinities has extended with any force to Quincy. In a statement announcing the decision to go to Quincy the Guild declared that if it owned its own theater in Boston the risk of a trial performance and possible loss of license would be assumed without hesitation, but that under the circumstances subscribers to the play would have to be asked to repair to Quincy, inasmuch as the Guild could not request the Hollis St. Theater to take the risk. This would seem to be the wisest decision the Guild could have made, inasmuch as an appeal for reversal of the Mayor's edict would have to be made to a Board dominated by the Mayor.

Textbook Rumpus in Kentucky

PERHAPS it is political conflict which accounts for the present textbook situation in Kentucky, but on the face of it, as the report appears in the press dispatches, 25 leading American publishers are indicted for presenting sample copies of the books which they submitted for state adoption to the Governor of Kentucky and his fellow members of the State Textbook Commission. These samples were required by the request for bids which had been signed by the Governor and the Commission and certainly no textbook commission can act on the selection of textbooks without making a study of samples. The samples having been submitted, it is claimed in this indictment that Section 4421 A-25 of the Kentucky statute has been trespassed upon and that the Textbook Commission, consisting of 7 members and Governor Flem D. Sampson, ex-officio member, is guilty of a misdemeanor as well as the firms which submitted the samples. The law of Kentucky reads, "Any member of the Textbook Commission of Kentucky who shall solicit, accept or receive any money, gift or any other property of value or favor whatsoever from any firm, person, corporation or publisher qualified to sell textbooks in Kentucky shall be deemed guilty of a misdemeanor and on conviction shall be fined not more than $1,000 and imprisoned for not more than six months." The call for bids of this same Textbook Commission which was issued in January of this year states that "each person or firm making the bid to furnish any textbook or textbooks shall free of charge supply each member of the Commission with a copy or copies of the textbook or textbooks which he or it expects to furnish."

Governor Sampson, a Republican Governor, with a Democratic Legislature, based part of his campaign on a free textbooks slogan, free textbooks now being supplied in the states of Texas, Louisiana, Arizona, Florida and in California, which manufactures its own. Other states largely have free textbooks by local adoption rather than state adoption. The last Kentucky Legislature passed a free textbook act but neglected to pass a financing plan, and the Court of Appeals decided last June that the recent adoption was inoperative because of this lack of funds to pay for the books.

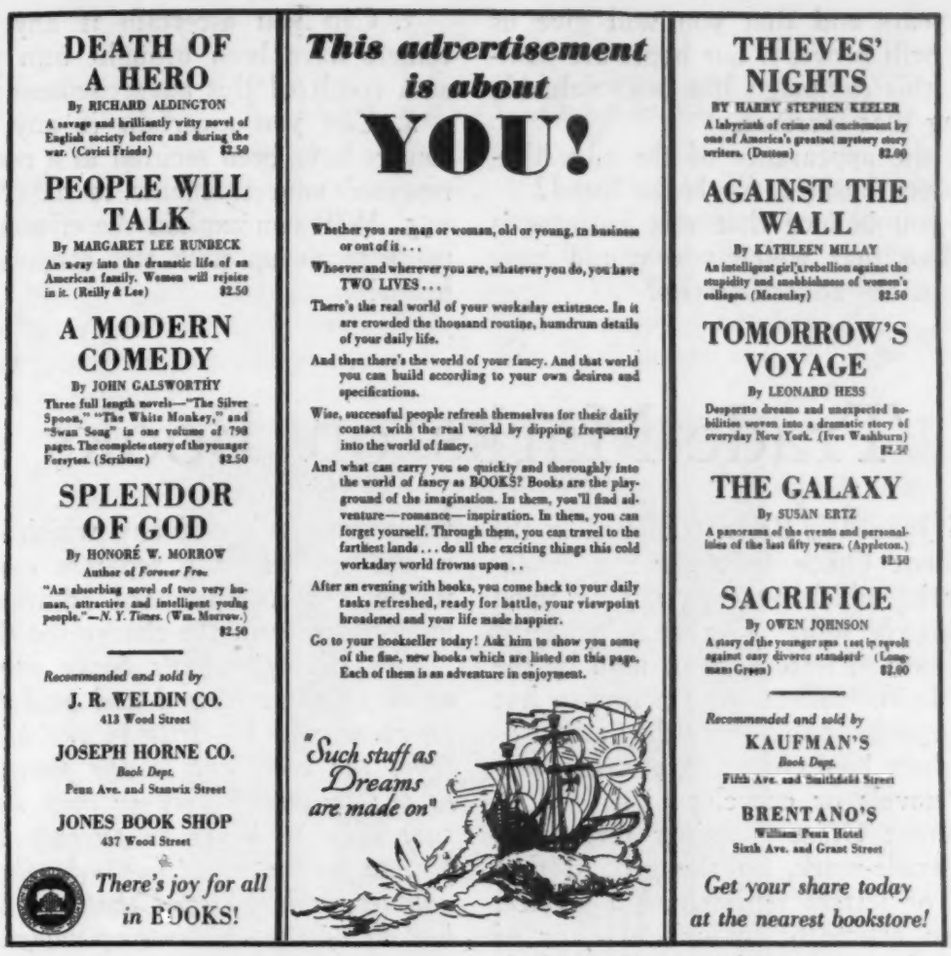
American Authors in England

EVERY once in a while the question comes up as to the place of American current literature in the English market. Our authors wonder whether they have the same chance to reach an audience there as English authors have here. The publication of American books in England has undoubtedly increased, but it is still far from making a very significant total in the English publisher's announcements. We pick up a current bulletin on Fiction, one of the series of *Reader's Guides* issued quarterly by the National Book Council in London. This pamphlet is distributed by all the bookstores to their best fiction customers. Out of 174 titles, 21 are by American authors. In the same September series of booklets in the volume on Children's Books, 61 titles are included, of which 5 are by American authors. In biography there are 70 titles, of which 2 were American; these are not reissued in England but simply handled in England by English offices of American publishers.

It is possible that English readers are missing some good things among our many publications.

Harcourt Non-Stoppers

THE Harcourt advertising campaign to push titles that are selling well but beyond the first flush of excitement has really caught reader interest everywhere. The ads showed ten authors each reading one of the other's books and the contest was to straighten out books and authors. We hear that the answers have been piling in and that a rather surprising percentage of them have been correct. It is a contest that is not too difficult, and the prize makes a little thought worthwhile. One side of the stunt which may prove to be of more than incidental value is the manner in which it links up title, author and publisher in the reader's mind. Most readers are notoriously ignorant of the characteristics of the publishers' lists. Something to remind them that a publisher may have other titles by their favorite authors should do a little toward making them realize that books don't just come from the land of nod or some other strange and mysterious region.



Reduced from six column ads in Pittsburgh and Cleveland newspapers

Publishers-Booksellers Cooperate in Test Advertising Campaign

ON Friday morning of this week, newspaper readers of the cities of Cleveland and Pittsburgh saw a new kind of cooperative advertisement in the booktrade. This first ad contained books of nine publishers and is signed by Burrows Brothers, the Higbee Bookshop (Doubleday Doran), Halle Brothers and Korner and Wood (in Cleveland), and Joseph Horne, Jones, Kaufman's, Weldin's and Brentano's (in Pittsburgh). It will be followed by twelve weekly half pages in each city. Almost every publisher is cooperating in making this test to find if it is possible to sell books to a new market through the institutional type of advertising.

At the time that the advertisement was sent to the newspapers, the following letter was sent to the signatory booksellers. Through this weekly questionnaire the executive office of the A. B. A., hopes to be able to secure a sufficient amount of information to enable the trade to decide if advertising of this type will pay;—

"The Executive Office wishes to obtain facts to prove that the advertising campaign which we are now testing in your city is of such value that it ought to be continued as a permanent institution not only in Pittsburgh and Cleveland but in many other localities as well. We ask, therefore, that you fill in this *weekly* questionnaire soon after the appearance of each advertisement. At the end of the test period of thirteen weeks, we hope that there will be some way of your letting us know of any increase in business during that period over

previous years and that you will give us facts that will prove, if our hopes are justified, that this campaign has been valuable in building that increase.

1. Did the appearance of the advertisement produce business for books listed?

2. Do you believe that this business is greater than that which you would have had without the advertisement?

3. Can you ascertain if any new customers have been brought into your shop as a result of this advertisement?

4. Can you ascertain if any new customers have been secured as a result of the repeated advertisements to date?

5. Will you explain the efforts you have made to tie up with this cooperative campaign?

Trade-Marks on Books

ONE John W. Barnett applied to the Patent Office to register a trade-mark, which was to appear upon certain books he sold. The books happened to be volumes of letters, to be used by the purchaser in the collection of accounts, but for the purposes of this story they might as well have been books of maps, or travel pictures, or novels or encyclopedias.

The Patent Office examiner refused to issue the trade-mark, on the ground that the books of letters represented a service, and not an article of manufacture, or of barter, buying or selling. He relied, among other authorities, on a previous decision, refusing a trade-mark to be used upon a life insurance policy.

Assistant Commissioner of Patents Moore reversed the decision. In his opinion, he said, in part:—

"The applicant appeals from the decision of the examiner of trade-marks finally refusing to register its trade-mark for books entitled "Merchant's Direct Collector," said mark consisting essentially of an eagle, shield and the letters ACA.

"The examiner's ground on which registration of the mark is refused is that the applicant is engaged in service and, its books being merely incidental to its rendition of service, no trade-mark use on merchandise has been shown.

"The applicant has filed an affidavit to the effect that the books bearing its trade-mark are manufactured for applicant and sold by it in the regular course of business, as articles of commerce and are vendible commodities; that said books are worth the price for which they are sold independently of any incidental feature, advertising the collection of accounts; that whatever service, if any which it renders is the subject of a separate contract for which it is compensated additionally and independently of the charge for the books."

"As the applicant's books are on sale; as they are purchased and paid for by the purchaser; as the title to the books passes from the applicant to the purchaser; and as the purchaser may or may not ad libitum use the books so purchased, or may or may not use said books in the intended manner, it is believed that the transaction has all of the elements of a legal contract of sale, and that said books constitute vendible commodities or articles of trade."

These words may apply to any book sold by a regular book publisher.

Just why a publisher occasionally desires to use a trade-mark, as well as a copyright, is not always clear. The common law of intangible property prevents the unauthorized use of a trade name which has been made valuable by advertising, years of employment and reputation. A man by the name of Macmillan, or Appleton or Harper, may engage in the publishing business, but he cannot put forth books claiming; "This is an Appleton book" or "This is published by Harper's" or "This is a Macmillan Book."

But if a publisher does desire to use a trade-mark on books of his manufacture, as well as a copyright which protects them from being pirated, it would appear that the decision quoted settles his right to do so.

Copyright protects the *contents* of the book; the *trade-mark* is merely a means of assuring the purchaser that the thing purchased is a *bona fide,* genuine article of the manufacturer, produced by the firm which has the right to the trade-mark.

In the Bookmarket

HENRY VAN DYKE of late years has quietly occupied "Avalon," his stately home in the borough of Princeton, N. J., gone a-fishing now and then (they say that the Pennsylvania Railroad stops important express trains at deserted Princeton Junction for this energetic little gentleman — an honor and distinction above titles) and delivered in the spring, with an inimitable dignity and enthusiasm, lectures analyzing various of the more complex personalities in the realm of English literature. These lectures have been collected in book form and have just been published by *Charles Scribner's Sons* under the title, "The Man Behind the Book—Essays in Understanding." The subjects of Mr. van Dyke's portrait studies include such diverse figures as Chaucer, Edgar Lee Masters, Poe, Walt Whitman, Hazlitt, Meredith, Willa Cather and Thornton Wilder. ❧ ❧ ❧



Beatrice Curtis Brown

Said a book review of "The Case of Sergeant Grischa" in Walter von Bogen's "Deutsche Acelsblatt," M. Arnold Zweig is "an Asiatic ragamuffin." The mentioned periodical is an organ of the nobility and anti-pacifist in sentiment. To court went M. Zweig with his insult and a $150.00 libel suit under his arm. Said von Bogen in defense. . . "pacifism constitutes a menace to Germany. The nobility as a whole is opposed to pacifism. "Sergeant Grischa" is pacifism." The Judge was not impressed by what the nobility thought. Zweig won his case. ❧ ❧ ❧

The name of Thornton Wilder appears on the fall announcement list of *Albert & Charles Boni.* Author of the highly colored "The Cabala," and the more austere "The Bridge of San Luis Rey," Mr. Wilder's third novel called "The Woman of Andros" is based upon the situation in the opening acts of Terence's famous Latin comedy, "The Andria." ❧ ❧ ❧

William Morrow and Company announce that the publication of Rupert Hughes' third volume of "George Washington" will be postponed until January, 1930. The delay has been necessitated by Mr. Hughes' verification of his conclusions in a check-up with various Washington documents. ❧ ❧ ❧

Curtis Brown's daughter, Beatrice Curtis Brown, has written a biography about "good Queen Anne," called "Alas, Queen Anne," which was published by Bobbs-Merrill on September 19th. ❧ ❧ ❧

On November 11th, Armistice Day, G. B. Putnam's Sons will publish Emil Ludwig's "July '14"—hailed by the German Press as the war text-book of the democratic world (a book not only historically documented but provocative as well). The first edition will be closely limited to the total number of advance orders received from the trade up to the day of publication. ❧ ❧ ❧

Vachel Lindsay is to break his rather long silence, in late October, with a book of poems called "Every Soul is a Circus," . . . "a book for precocious children, twelve or fifty years of age." *Macmillan.*

In and Out of the Corner Office

WE found Mr. Schuster of Essandess the other day very much pleased to get first press returns from their book by Professor Pitkin on "The Psychology of Happiness." As one of the country's great authorities on best sellers, Mr. Schuster's hopefulness about this has significance. Readers of the *Publishers' Weekly* will remember that Professor Pitkin wrote an article on best sellers which appeared this Summer in the issues of June 15th, and 22nd.

Booksellers who are getting the advantage of the public's new interest in books on art and many others who have an eye for a good window will probably be trying out a display of Ives Washburn's new book, "The Metropolis of the Future." Hugh Ferriss' beautiful drawings of buildings present and future, will make a display that will cause any passer-by to stop and look. Mr. Ferriss is one of the country's leading architects and has made himself an outstanding authority on the new skyscraper and its present geometrical design. He has insisted that his drawings be reproduced by special processes, and the results seem to justify his insistence.

Hoboken, which is to replace Greenwich Village as the intellectual and artistic frontier of New York if the plans of an enthusiastic group are fully realized, has now issued a map of itself designed by one Hutaf, whom Christopher Morely asserts is one of the tallest and most competent artists in New York. Mr. Morley and his associates, who now own two theatres and have taken over for headquarters an old foundry on River Street, have unearthed a vast amount of information about Hoboken for the map, which even its oldest residents were probably unaware of. The world's first ball game was played there. The first winner of the America's cup sailed from there. "After Dark," as everyone knows, has been running there for nearly a year, and now Joan Lowell herself has opened at the Lyric Theatre in "Star of Bengal," written by her husband, Thompson Buchanan, while "The Black Crook" goes on to Boston.

In the Providence papers we notice that Elizabeth Lustig, one of the founders and proprietors of the Market Square Bookshop, is to marry Professor Benjamin C. Clough of Brown University, Department of Greek and Latin Classics, who was at one time literary editor of the Providence *Journal*. Miss Lustig and Mrs. Charles Bradley both arrived at the idea of giving Providence a bookshop with personal characteristics at the same time and came together in a very successful and happy partnership. The shop, being at the foot of College Hill, has been a particularly welcome rendezvous for students and faculty. Miss Lustig's mother, Sonia Lustig, wrote "Roses of the Wind," which is on Doubleday's list of children's books.

Martha Keller, formerly advertising and publicity manager of G. P. Putnam's Sons, will be with J. B. Lippincott Company in the same capacity the first of October. A farewell tea was given to her at the Coffee House where at the same time welcome was extended to Miss Farrier coming from Lippincott to Putnam's.

Priscilla Cogswell Crane, secretary of Payson & Clarke Ltd., and head of their manufacturing department is on a five weeks' trip to France and Germany, partly business, partly pleasure.

It is pleasant to find our valued Washington correspondent among the authors of the fall, with a sea thriller for young people, "Dangerous Waters," which was featured in *The Youths' Companion* is on the Bobbs-Merrill list. Mr. Claudy is not only a good writer and journalist but also has a very keen interest in trade matters which has meant that we have received good articles and good news tips from him for P. W. readers.

Because his contributions have come to us from Wichita, Kansas, we had not realized that Franklin Watts came from Calvin Coolidge's home town and got his first bookselling experience as errand boy in vacation periods both at Hampshire Book Shop and Bridgman & Lyman. Mr. Watts has been visiting New York and the Corner Office.

A New Publishing House

THE Forum Press, Inc., with offices at 441 Lexington Ave., New York, is enjoying the fleeting distinction of being the newest New York publishing house. Its first publication, announced for January, 1930, will be the "American and European Scrap Books," a collection of the year's notable achievements in literature, art, music, science, theology, business, invention. The Scrap Books are edited by William Griffith, formerly editor of *Current Opinion,* and author of "Greek Gestures," just published by the John Day Company.

The service of these Scrap Books is to give the discriminating public a second, if not a first, look at the best things that have found expression during the past twelve months, on the principle that "If we are to build up a lasting civilization around ourselves, we must learn to keep our beautiful things and to look at them more than once" in these United States.

Officers of The Forum Press are Charles M. Norton, President; E. E. Watts, Jr., Vice-President; George F. Havell, Secretary and Treasurer.

Anagram Contest

PAYSON & CLARKE, LTD., publishers of "Show 'Em Up in Anagrams" has awarded W. D. Witt, bookseller of 5205 N. Carlisle Street, Philadelphia, Pa., the prize of $25 which they offered in their anagram contest announced in the *Publishers' Weekly* of June 29th.

The editors of "Show 'Em Up in Anagrams," John, James and Judith West posed the words, American Booksellers' Association, for the booksellers of the country to anagram. As leads the editors scrambled the letters and got, "Is in a clamor to increase booksales," "Asses roam national book circles" and the prophetic "A-1 boom soon! Slick sales are certain."

Mr. Witts winning anagram is:

"Book Sales" is Insomnia Accelerator.

In commenting on his anagram Mr. Witt says: "If there is any subject of vital importance to a bookseller, it is that of Book Sales, and no doubt many a bookseller has lain awake at night, disturbed over poor sales, or planning how to make good sales better."

Anagrams were submitted by booksellers and librarians all over the country. The Book-Shelf of Richmond offered: "Crime Books Score A-1 National Sales;" Agnes H. Jewell, of the Adrian (Mich.) Public Library: "O, I acclaim saner sale in book stores." A. J. Wheelock, bookseller of Fergus Falls, Minnesota, discovered: "O, alas! Coin in retail books scares me." Guy R. Turner of the Doubleday Doran Book Shops who knows his salesmen, uncovers: "Salesman cries, 'Book is Clean! O, a Riot!'" Louis N. Feipel, Brooklyn librarian, gets really literary: "I like to see or loan "A Brass Moccasin." Space does not permit the publication of the many others, all good.

The judges of the contest were the authors of "Show 'Em Up in Anagrams."

Doubleday's Fine Editions

DURING the week of September 30th there will be an exhibit at the Art Center, 65 East 56th Street, New York, of the special editions of Doubleday, Doran & Company and of Rimington & Hooper, whose books are distributed by Doubleday. The exhibit will show dummies of the various works, bindings, specimen pages, title-pages, illustrations, paper stock, etc. An additional exhibit will include separately mounted specimen pages and original illustrations. There are 14 books altogether on this list, books which have been printed by various distinguished presses of the country, including the Merrymount, Georgian, Lakeside, Marchbanks and Rudge.

Western Convention Plans

THE Executive Committee of the San Francisco Booksellers' Association discussed plans for the coming Los Angeles convention with Mr. O. B. Stade, chairman of the Los Angeles Convention Committee, at a private luncheon in San Francisco late last month. Mr. Stade was passing through the city with Mrs. Stade enroute for a vacation, and the opportunity was taken to lay before him the records of the San Francisco convention as well as any experience which may prove helpful to the Southern committee.

The 1930 convention is to be held April 16 to 19 at the Hotel Biltmore, Los Angeles.

Bookman Has Disappeared

FRANK LEWIS, son of the late Walter Lewis of Philadelphia, who travelled the South-West up to a few years ago for Winston and for Grosset & Dunlap has disappeared since September 18th when he was in Wilmington. He is a war veteran and has not been well. His home is Haddonfield, N. J. If any of his former friends find a clue it should be sent to his brother Clarence H. Lewis, 30 East 42nd Street, New York.

Obituary Notes

G. H. RHODES

HARRISON GARFIELD RHODES, author and playwright, died in Hereford, England, September 20 at the age of 58. His best known play was "Ruggles of Red Gap," the dramatization of Harry Leon Wilson's book. He was born in Cleveland and graduated from Harvard in 1893. The following year he became connected with the publishing house of Stone and Kimball, later H. S. Stone & Company. He went to London in 1898, a business agent for American magazines. Among his books are "The Lady and the Ladder," "The Flight to Eden," "American Towns and People," "High Life," "A Giftbook for My Mother," and other plays are "Modern Marriage" and "The Whirl of Society."

JOHN FREEMAN

JOHN FREEMAN, English poet, novelist and critic, died in Anerley, England, September 23, at the age of 49. While his work was not widely known, he was regarded as one of the most promising English writers. In 1920 he was awarded the Hawthorndon prize. His most widely read novels are "The Fan of Belseys" and "This My Son." Other of his books are "English Portraits and Essays," "God's Infidel," "Solomon and Balkis" and "Prince Absalom." He had also written important critical studies of George Moore and Herman Melville.

Business Notes

BIRMINGHAM. — The Old Curiosity Shop has been opened by C. H. McKinnon at 422 North 19th Street and is offering general stock and rare books.

BOSTON.—The Fayette Street Bookshop has moved to 3 Lyndeboro Place and the name is changed to Marston's Bookshop and Coffee House.

NEW HAVEN.—The Children's Bookshop has moved from 33 Wall Street to 75 Whitney Place.

NEW YORK.—Hale, Cushman & Flint have moved their New York office from 113 West 57th Street to 489 Fifth Avenue.

NEW YORK.—Young Books, Inc., 23 East 63rd Street, will open October 15 under the management of Mrs. Richard Kimball, formerly with Harper's Boys' and Girls' Bookshop. She will specialize in children's books and operate a children's circulating library.

SEATTLE.—M. I. Roberts has sold The Sparrow's Nest, University Way at East 47th Street, to Mrs. Hazel L. Sherrick.

Change in Price

HARPER & BROS.

Jean H. Mariejol: "Daughter of the Medicis," to $4.00.

Record of American Book Production, August 1929*

Classification	New Publications: New Books	New Publications: New Editions	By Origin: American Authors	By Origin: Authors Foreign And other English: American Manufacture	By Origin: Authors Foreign And other English: Imported	By Origin: Authors Foreign And other English: Total
Philosophy	22	2	20	1	3	24
Religion	73	2	59	3	13	75
Sociology, Economics	35	3	32	—	6	38
Law	18	2	19	—	1	20
Education	21	3	24	—	—	24
Philology	16	4	12	2	6	20
Science	31	7	28	1	9	38
Technical Books	25	7	28	—	4	32
Medicine	33	8	35	—	6	41
Agriculture	5	—	5	—	—	5
Domestic Economy	3	—	3	—	—	3
Business	14	1	15	—	—	15
Fine Arts	13	1	7	—	7	14
Music	1	—	1	—	—	1
Games	9	3	9	—	3	12
General Literature	47	11	42	3	13	58
Poetry, Drama	54	16	39	9	22	70
Fiction	136	86	151	64	7	222
Juvenile Books	112	39	113	23	15	151
History	33	1	21	2	11	34
Geography Travel	24	13	11	—	26	37
Biography	53	8	31	5	25	61
Miscellaneous	1	—	1	—	—	1
	779	217	706	113	177	996

* In August. 1928, 494 new books, 130 new editions, were recorded, a total of 624.

Books for Boys and Girls

A Monthly Department

The Second of a Special Series of Three Fall Issues, Cooperating with Publishers, Booksellers and Librarians in Emphasizing the All Year Round Possibilities of the Field of Selling Children's Books

When the Alcott Books Were New

Dorothea Lawrance Mann

THERE are best sellers and best sellers, but the sales of "Little Women" are now mounting up toward the three million mark. More than sixty years after its publication the book is more popular than ever. Trailing after it come "Little Men," "An Old Fashioned Girl," "Under the Lilacs" and other of Miss Alcott's stories. This very season Little, Brown and Company are bringing out a new edition of "Aunt Jo's Scrap Bag." All this is abundant evidence that the tastes of children do not change. In 1925 the Federal Bureau of Education compiled a list of forty books that "all children should read before they are sixteen years of age" and "Little Women" headed the list of books.



Louisa Alcott, from a little known photograph

Yet, as so often happens, "Little Women" was not at all the sort of book which its author had aspired to write, nor apparently during its preparation did either the author or the publisher have the faintest idea that here was a book which would make the fortune of the author and whose fame would still be on the increase more than a half century after the time when it made its first appearance in print.

Only a year or two before this book was written, James T. Fields had returned to Bronson Alcott a story which Louisa had submitted to the *Atlantic,* with the words, "Tell Louisa to keep on with her teaching. She can never write." These words had not had the effect Mr. Fields had intended, for Louisa Alcott had determined then and there that nothing should prevent her success as a writer, and that she would indeed force this very editor to accept her work. It proved indeed a turning point in the Alcott fortunes, for Louisa did succeed not so many months later in selling a story to the *Atlantic,* and from that time onward she did receive better payment for her work.

Up to the time, however, when she wrote "Little Women" Miss Alcott was still a struggling writer, who was glad to sell her tales for whatever sums she might get for them. The days were past when she accepted five or ten dollars, but she had not reached the point where she could bargain with editors. After "Little Women" had made her fame, she was able

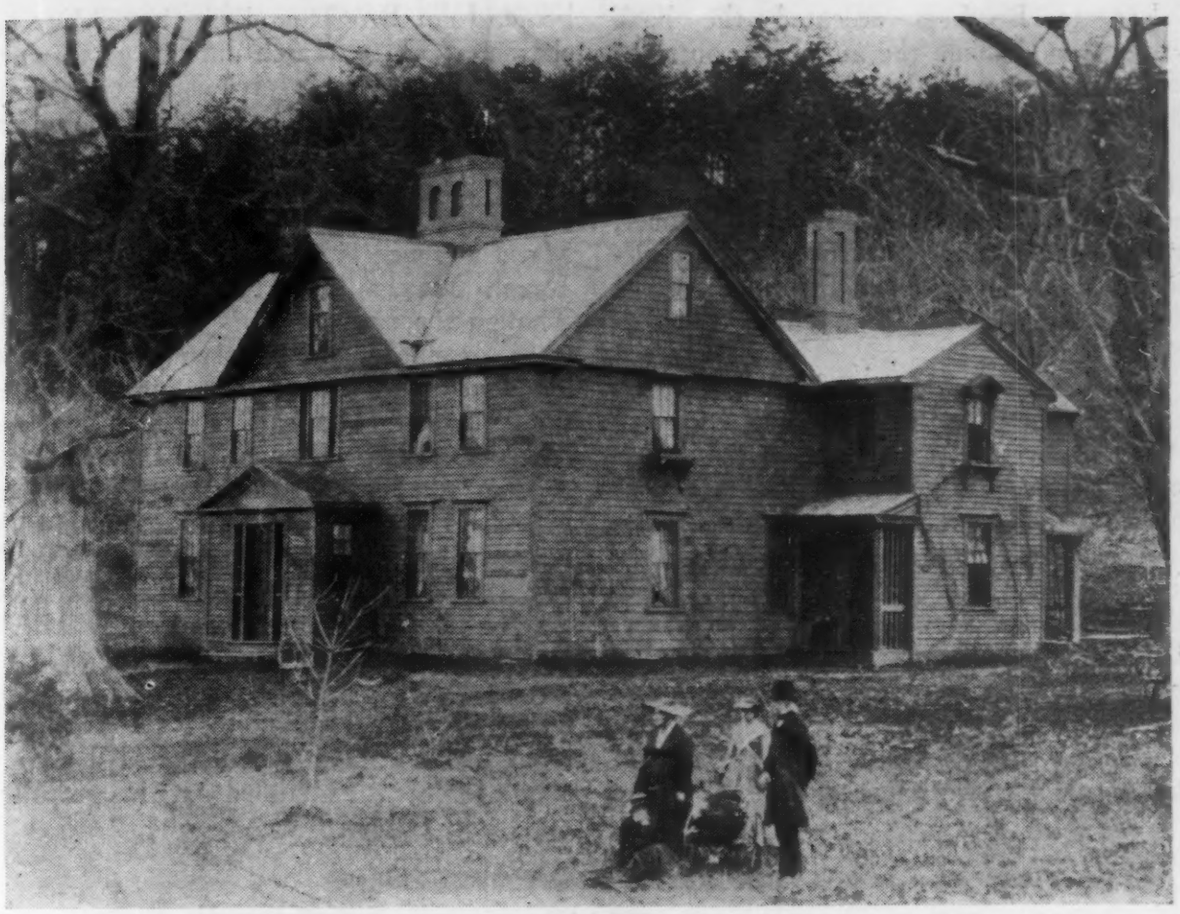
to sell all her old stories and she found that editors were only too eager to contend for the output of her pen. Yet she had rather reluctantly undertaken to write this book for girls at the request of Mr. Thomas Niles of the firm of Roberts Brothers, who, when she submitted to him the early chapters, pronounced them dull!

"Little Women" was originally published in two parts. The first part appeared in October, 1868, and the second part in March of 1869. Five years before, in 1863, Miss Alcott had spoken of the earnings from her writing for the year as $380. The next year, 1864, she spoke jubilantly of having earned nearly $600 by her writing. In 1867 by hard work she forced her income up to $1,000. This represented many stories, because at this period nearly all of her work was short stories for which at best she did not receive more than $50 a story. Before "Little Women" had made her fame, $1,000 represented a sizable output. Yet less than ten years afterward, in 1876, Scribner was to pay her $3,000, for a serial, while in 1872—four years after publication,—Roberts Brothers paid Miss Alcott $4,400 as six months receipts for the book.

One must understand Miss Alcott's own story to realize just what this successful book meant in her life. However highly Bronson Alcott was esteemed by Emerson and Carlyle and the greater men of his own day, and however often today we hear the phrase that he was a man "ahead of his time in his ideas," the fact remains that there is every evidence that his daughter suffered not merely from privation during her early years when he could not seem to make money and when again and again Emerson found tactful means of helping the family, but also that she suffered humiliation of spirit in these years. Back in the Fruitland days she was wishing that the family might live by themselves. A little later she yearned for a room of her own. She felt keenly the debts of the family, the privations of her mother and sisters, and again and again in the coming years was to experience deep satisfaction from the financial security she was to achieve. In her diary she records a home-coming of her father from a western trip from which the family had hoped much. When the mother and daughters gathered around to welcome him home, it was only May, their youngest, who finally summoned courage to ask whether he had earned any money. They hid as best they could their dismay when he showed them the one dollar that re-



The mother of "Little Women" in the study at Orchard House



The Alcott home at Concord, now a mecca of pilgrims

mained to him and admitted the additional disaster of his stolen overcoat. When she discovered that her stories were salable, Louisa Alcott's underlying determination was always to establish the family fortunes securely. It is rather a nice bit of poetic justice that the thing which actually accomplished this security was the book founded upon the family life of the Alcotts. Miss Alcott herself had first conceived the tale under the title of "The Pathetic Family."

The success of "Little Women" owes much no doubt to the fact that it was not undertaken until Miss Alcott had had several years of experience in writing. Her novel "Moods," which contains a not too successful portrait of Thoreau, had finally been published two years before, and had had a fair sale, due to the interest created by Miss Alcott's "Hospital Sketches" which had appeared in *The Commonwealth*, a journal edited by Frank Sanborn. Henry James the younger had written a notice of "Moods" for the *North American* and Miss Alcott was both amused and irritated that "being a literary youth he gave me advice, as if he had been eighty and I a girl. My curly crop made me look young, though thirty-one."

In 1867 Mr. Niles, one of the partners of Roberts Brothers, asked Miss Alcott to write a book for girls. Apparently she was not drawn especially toward the idea, because some months later he was obliged to repeat the request to her father. This was in May, 1868. In July she had finished the book and had named it "Little Women"—a title which no doubt contributed considerably toward its success. In her journal she wrote at this time: "Sent twelve chapters of 'Little Women' to Mr. Niles. He thought it dull; so do I. But work away and mean to try the experiment; for lively, simple books are very much needed for girls, and perhaps I can supply the demand. . . . Have finished 'Little Women,' and sent it off—402 pages. May is designing some pictures for it. Hope it will go, for I shall probably get nothing for 'Morning Glories.'"

Roberts Brothers accepted the book promptly and made the author an outright offer for the copyright. At the same time they advised her not to part with it. It was scarcely any time before she appreciated the honesty and fairness of this advice. The book was published in October, and she was genuinely surprised at its success. She said: "We really lived most of it, and if it succeeds, that will be the reason of it."

The success of the book was so assured that she immediately set about preparing a second part for it, which was demanded eagerly by readers who wanted all the girls to marry and troubled the author by desiring to settle matters in their own way. She finished the sequel January 1, 1869. Miss Alcott did not want Jo to marry, but the publishers and the public demanded her marriage. The facts which Miss Alcott records as true are—"early plays and experiences, Beth's death, Jo's literary and Amy's artistic experiences, Meg's happy home, John Brooke and his death, Demi's character. Mr. March did not go to war, but Jo did. Mrs. March is all true, only not half good enough. Laurie is not an American boy, though every lad I ever knew claims the character. He was a Polish boy whom I met abroad in 1863. Mr. Lawrence is my grandfather, Colonel Joseph May. Aunt March is no one." Though the two parts of "Little Women" were originally published separately, for many years they have been included in a single book. The earlier advertisements, however, always refer to the two parts.

The second part as brought out in March of 1869; and in June of that year was published "An Old Fashioned Girl." Many of the experiences of this book were also founded upon experiences of Miss Alcott's own life. In her diary she writes: "'Old Fashioned Girl' came out and sold well. Train boy going to New York put it in my lap; and when I said I didn't care for it, exclaimed with surprise,

SEPTEMBER, 1868. ***No. 143 Washington St., Boston.***

Messrs. ROBERTS BROTHERS'

List of New Works and New Editions.

☞ **NOTICE TO THE TRADE.**

MESSRS. ROBERTS BROS. beg to inform the trade that they do not contribute to any Trade Sale this fall, and that during the month of September they will make special terms for a liberal order from their list of Books and Albums. Orders solicited, and terms made known on receipt of same. A new Order List is now ready.

TO BE PUBLISHED IN SEPTEMBER.

1.

THE EARTHLY PARADISE. A Poem. By WM. MORRIS. A new edition. In one volume 16mo., vellum cloth, gilt top, bevelled boards. Price $2 25.

The Crown 8vo. Edition. (Third revised.) Green vellum cloth, gilt top, bevelled boards. Price $3 00. (*Both editions now ready.*)

2.

JEAN INGELOW'S POEMS. Complete. With Portrait. Cabinet edition. One volume 16mo., vellum cloth, bevelled boards, gilt top. Price $2 25. (*Ready.*)

The extreme beauty and cheapness of this new edition will make it the favorite.

3

TABLETS. A Collection of Essays. By A. BRONSON ALCOTT. One volume 16mo., vellum cloth, bevelled boards, gilt top. Price $1 50. (*Ready.*)

4.

A BOOK ABOUT BOYS. By A. R. HOPE, author of "A Book about Dominies." One volume 16mo., morocco cloth. Price $1 25. (*Ready.*)

A book illustrating the habits and peculiarities of boys, written in a kindly humorous way, by one who thoroughly appreciates his subject. It has been very popular in England, and will be equally so here.

5.

LITTLE WOMEN; Meg, Jo, Beth, and Amy. The Story of their Lives. A girl's book. By LOUISA M. ALCOTT. With four illustrations. 1 volume 16mo., morocco cloth. Price $1 25. (*Sept. 15th.*)

This delightful book is destined to have a great run this fall.

A month before "Little Women" was published the old Boston firm of Roberts Bros. gave out this announcement

'Bully book, ma'am! Sells a lot; better have it.'" On her subsequent trip to Europe, on the steamer she found that many little girls had it, and they came in a party to call on the author who was very seasick in her berth.

"Little Women" was translated into French, German and Dutch, and was well known in England and on the continent. In Holland the first book was published under the title, "Under the Mother's Wings," while the second part was known as "On Their Own Wings." In 1890, when he was in Athens, Frank Sanborn found a copy of it in modern Greek. Just a few years ago "Little Women" was translated into Chinese by the Misses Sung Tsing-yung and Martha E. Pyle, and appeared in red-linen covers with golden Chinese characters and a fanciful colored-picture in time to be a gift for the Chinese New Year. The fame of the book is world-wide. In the Royal Free Hospital of London not so long ago there was established a "Little Women" bed.

A **BOOK.** which any woman might be proud of having written, says the Boston Daily Advertiser of Miss Alcott's

LITTLE WOMEN.

"A book to be seized upon as a treasure by the young read-reader," says the Ladies' Friend, of Miss Alcott's

LITTLE WOMEN.

"Meg, Jo, Beth, and Amy have become household words. * * * Every child, or grown person either, will be the better for being admitted into the March household," says a lady reviewer of Miss Alcott's

LITTLE WOMEN.

"We hear of staid old gentlemen reading it through at a sitting," says the Lowell Courier, of Miss Alcott's

LITTLE WOMEN.

"We could not wish the society of a more genial, unassuming, lively, mischievous quartette, than the four heroines of this domestic story. It is no wonder that the old fogies should delight in them," says the Albany Evening Journal, of Miss Alcott's

LITTLE WOMEN.

"All children who want to be delightfully entertained, to have their little hearts made warm, and true and kind, and their little heads filled with good, noble thoughts, should get this book and make it one of their favorite companions," says the New York Evening Post, of Miss Alcott's

LITTLE WOMEN.

Prices of both parts (14th-1000 now selling), $2.

Sold everywhere. Mailed postpaid by the Publishers,

ROBERTS BROTHERS,

m25 BOSTON. 1t

"Little Women" as a best-seller of 1868

The very next year after the publication of these books—1870—the July accounting sent by the publishers brought Miss Alcott a check for $6,612—"a neat little sum for 'the Alcotts who can't make money!'" If the Alcotts had not been able to make money in the past, they had learned to be thrifty, nonetheless, and at this very time Miss Alcott records that she has $10,000 well invested and "more coming in all the time."

She had gone abroad in 1869 for a well-earned rest and in order that her sister May might have a chance to study. Now, however, when it seemed that she had come through her difficulties and might take life a little easier, news reached her in Rome of the death of her brother-in-law, Mr. Pratt, and she realized that she must undertake to provide for her sister Anna and her two nephews. "Little Men" was her immediate response to this new call upon her. It was published in May, 1871, on the day of her arrival in this country, and she was greeted with the pleasing news that the book had already had a sale of 50,000 copies.

At forty Miss Alcott had made herself and her family independent, though it had been eight years after her sister Lizzie's death before she had been able to pay the bills for her illness. From 1871 her receipts were increasing steadily, while the sums she received for new work leaped amazingly. In 1872 Henry Ward Beecher sent one of the editors of the *Christian Union* to ask her for a serial story. They had asked before and had offered her $2,000 which she had refused. Now they

came with an offer of $3,000 which she accepted, and they paid her $1,000 to seal the bargain. Miss Alcott got out her old manuscript of "Success," revised it and called it "Work," and sent it to them. In December of this year she was busy with this manuscript and was obliged to write three pages at once on impression paper, as Beecher, Roberts and Low of London all wanted a copy at once. This process was the cause of the paralysis of her thumb which disabled her for the rest of her life.

In this year 1872, so great had grown the public interest in the successful authoress that we find her writing in her diary: "People must learn that authors have some rights. I can't entertain a dozen a day and write the tales they demand also. . . . Reporters sit on the wall and take notes; artists sketch me as I pick pears in the garden; and strange women interview Johnny (her nephew) as he plays in the orchard. It looks like impertinent curiosity to me; but it is called 'fame' and considered a blessing to be grateful for, I find. Let 'em try it."

Three years later we find her writing: "Funny time with the publishers about the tale; for all wanted it at once, and each tried to outbid the other for an unwritten story. I rather enjoyed it, and felt important with Roberts, Low and Scribner all clamoring for my 'umble works. No peddling poor little manuscripts now, and feeling rich with $10. The golden goose can sell her eggs for a good price, if she isn't killed by too much driving." A little later she writes again: "Finish my tale and go to Vassar College for a visit. See M. M.; talk with four hundred girls, write in stacks of albums and school-books and kiss everyone who asks me. Go to New York, am rather lionized and run away. . . Fame is an expensive luxury. I can do without it. This is my worst scrape, I think. I asked for bread, and got a stone—in the shape of a pedestal." When she went to Niagara, she recorded: "Write loads of autographs, dodge at the theatre, and am kissed to death by gushing damsels. One energetic lady grasped my hand in the crowd, exclaiming, 'If you ever come to Oshkosh, your feet will not be allowed to touch the ground; you will be borne in the arms of the people! Will you come?' "

One of the remarkable things about "Little Women" has been the way in which its sales have gone on increasing. Great as was its success during its author's lifetime, it did not touch its fame or its sales in the succeeding years. In 1921 it was selling better than it did in 1896, twenty-five years earlier. The delegates to the American Library Convention held in Detroit in June, 1922, and the delegates to the National Educational Association in Boston the same year were given a ballot bearing the names of one hundred books considered to be the children's favorites. They were asked to indicate twenty-five books which they would consider the best for a one-room country school. When the vote was tabulated the result showed that "Little Women" headed the list, with Lewis Carroll's volume containing the two stories, "Alice's Adventures in Wonderland" and "Through the Looking Glass" second.

ALCOTT TITLES AND PUBLICATION DATES

1868 April 7	Kitty's Class Day
April 15	Aunt Kipp
April 15	Psyche's Art
Oct. 3	Little Women, Part I
1869 March 20	Little Women, Part II
June 16	An Old Fashioned Girl
August 3	Hospital Sketches
1870 March 21	An Old Fashioned Girl
1871 May 8	Little Men
Nov. 22	Aunt Joe's Scrap Bag, My Boys
1872 Nov. 1	Aunt Jo's Scrap Bag, Shawl Straps
Dec. 2	Work
1873 Dec. 4	Aunt Jo's Scrap Bag, Cupid and Chow-Chow
1874 Nov. 18	Eight Cousins
1876 May 20	Silver Pitchers
Oct. 28	Rose in Bloom
1877 April 13	Modern Mephistopheles
Sept. 21	Under the Lilacs
Nov. 9	Aunt Jo's Scrap Bag, My Girls
1879 Sept. 15	Aunt Jo's Scrap Bag, Jimmy's Cruise
Dec. 26	Jack and Jill
1880 Nov. 10	Little Women, first illustrated edition
1881 Nov. 17	Moods
1882 July 12	Proverb Stories
July 22	Aunt Jo's Scrap Bag, An Old Fashioned Thanksgiving
1884 Sept. 20	Spinning Wheel Stories
1885 Sept. 17	Lulu's Library, Vol. I
1886 July 3	Jo's Boys
1887 Sept. 17	Lulu's Library, Vol. 2
Oct. 14	A Garland for Girls
1889 Feb. 6	Modern Mephistopheles and A Whisper in the Dark
June 29	Lulu's Library, Vol. 3
Sept. 13	Life, Letters and Journal (Cheney)
1893 July 1	Comic Tragedies

The Effective Display of Juveniles

Fifth Article on the Development of the Children's Book Department

Mable Arundel Harris

The Bulletin Board

ON one of the bulletin boards in a large Western bookshop is seen this notice:

"WANTED:
A HOME FOR A GOOD POPPA CAT". Inside an hour the cat had found his home. The gay note, the irrelevant and what the editors call, the "human interest" note are all valuable. A short poem adds interest. A clever stunt would be to post poems by the children customers.

The gay colored kindergarten paper which comes in packages of assorted colors has, by the way, innumerable uses in the children's book department. One of which is to mount articles for the bulletin board or to use as paper on which to paint in India Ink crude signs such as the cat notice above.

If magazines are carried a second bulletin board should stand or hang near the magazine rack. It should carry announcement of contributions by local persons and particularly play up current articles on child welfare and children's reading. The National Association of Book Publishers send out in advance of publication a list of magazines carrying such articles during the coming season.

Keeping up the scrap books and the bulletin boards offers another opportunity to make the department for the assistants something more than merely a place to work. If the scrap books and bulletin boards are regularly posted, not much time is consumed. They more than pay for the effort in their stimulation of interest in the many phases of children's reading and in the morale which is developed when every person in the department contributes a live interest in it. In any event responsibility for the upkeep of the boards or the scrap books or for both should be assigned to the various members of the staff. Material could be exchanged or it might be advisable to rotate the assignments.

Display Tables

Tables should be dressed well in advance of any special day, "Week" or event. Three weeks ahead is not a bit too soon to attract the attention of and to sell the idea to the public. For instance, a table which suggests books for valentine gifts and party favors should be dressed the last week in January. If it gets mussy it should be dressed again with a fresh Valentine appeal.

The tables and the window displays should as nearly as possible interlock. Some booksellers reserve one prominent table on which to display the books which complement the window displays.

Some Interesting Tables

Historical books and stories with dolls dressed in costume. The tables might be divided into "periods."

SIGN: BOOKS THAT TELL THE WORLD'S STORY

International Relationship table with books arranged by country or by continents. Dolls in costume or flags of the various countries, together with some typical and easily recognized articles from each country represented would give color and emphasis.

SIGN: MAKE WORLD FRIENDSHIPS THROUGH BOOKS

SIGN: THERE IS NO DISTANCE
KNOW YOUR EUROPEAN NEIGHBORS THROUGH BOOKS

Fairy Tales from All Nations might be a variant of this idea.

SIGN: THE FAIRIES HOLD
A CONVENTION

Travel table with a globe and ribbons run from books to the globe. The Map of Adventure and other interesting book maps and modern decorative maps are effectively used with a travel table.

SIGN: TRAVEL VIA THE BOOK EXPRESS
TRY BOOKS FOR MAGIC
CARPET TRAVEL

Hero and Heroine table with pictures or small busts or with copies of articles associated with certain heroes or heroines, or again, dolls dressed in costume.

SIGN: WHY WERE THESE MEN GREAT?
READ ABOUT THEM
WHEN BIG MEN WERE SMALL BOYS
READ THEIR STORIES

Aviation table with a model airplane and books about aviators and aviation. Possibly borrowed equipment from some big flight or from a local aviation school.

SIGN: ARE YOU AIR-MINDED?
KEEP INFORMED
THROUGH BOOKS
FRONTIERS OF THE AIR
READ THE LATEST

A Birthday table with books wrapped as gifts and with suitable greeting cards for children and a simulated birthday cake with candles on it. Even if cards are not ordinarily carried a few attractive ones give tone to the table. Customers appreciate being able to purchase them at the time they buy the birthday book so it is well to stock a few extra cards. This makes a good year-round table. Be sure that prices are erased from the gift-wrapped books. The price tags can be attached to ties. It is a good idea to keep an un-



"A Birthday Party Table" in the Boys and Girls Bookshop in Hollywood, California, on the first anniversary of the shop



The Silhouette Bookshop in Oklahoma City, attractively arranged for the children

wrapped copy with each book so it may be examined if customers want to buy the books that are wrapped.

SIGN: WHOSE BIRTHDAY TODAY?
GIVE A BOOK
A BOOK—
THE
PERFECT
GIFT—
A BOOK MAKES
BIRTHDAY
HAPPINESS
LAST

A Something-To-Make table with cut-outs, painting and other handicraft books.

SIGN: SOMETHING-TO-MAKE
KEEP LITTLE HANDS HAPPY
BUSY HANDS ARE HAPPY
HANDS

A Hobby table for older boys and girls with cook books and sewing books and books on carpentry, electricity, games, model making, stamp albums and other books of informational character. Borrow doll's stove, sewing machine, carpenter chest, and other suggestive toys and game equipment to give point.

SIGN: WHAT'S YOUR HOBBY?
HERE'S A BOOK ABOUT IT.
IF YOU COLLECT STAMPS?
PLAY GOLF?
SEW?
COOK?
SAW AND HAMMER?
OR HAVE A HOBBY?
YOU NEED ONE OF THESE
BOOKS

Baseball table with baseball equipment and books with baseball games as a theme. Variants, a table emphasizing football stories or tennis or hockey or any popular sport. Clippings of a coming big game might be mounted with the books and the paraphernalia. Photographs of popular players, particularly of local high school and college favorites, together with possibly a message written by and signed by the king pin and addressed to the boys and girls who frequent the department,, and with some of his personal equipment will help create interest in the table and the books shown.

SIGN: SEE PIERCE KNOCK 'EM!
READ ABOUT OTHER
SNAPPY PLAYS
LIKE BASEBALL?

FOR MORE FUN
READ BASEBALL BOOKS

Bird Books and books about the out-of-doors suggest any number of attractive tables. Bird houses made by a local manual training class, original paintings of illustrations of bird books borrowed from the publishers, a case of specimens borrowed from one of the local museums or from a collector add to the interest in the books displayed. If books on wild flowers are to be shown, exhibit a collection of local wild flowers gathered by some organized group of young people *under proper direction* and in accordance with the suggestions made by the society for the conservation of wild flowers. The Boy Scouts and the Girl groups make star maps. They are interesting to show with books on astronomy.

SIGN: THESE BOOKS
TELL
ON THE
LITTLE BIRD
DID YOU EVER SEE STARS?
READ ABOUT THEM

A Science table is made more interesting with a chemical outfit borrowed from the toy department. A small microscope, electrical equipment or any aids in the study of elementary science help build interest in the books displayed.

SIGN: FOR THE INQUIRING MIND
WANT TO MAKE
EXPERIMENTS?
READ HOW.

A Doll table pleases little girls. A dozen ideas for the use of dolls suggest themselves,—a doll's teaparty, a doll's house, dolls dancing around a May pole.

SIGNS: GIVE YOUR DAUGHTER
A STORY
ABOUT *Her* CHILD
INTERVIEWS WITH
FAMOUS DOLLS
STORIES ABOUT DOLLS

A Poetry table is made more interesting with pictures of poets or pictures of their homes or of places about which they wrote. The publishers may lend original illustrations from de luxe editions, or copies of the same. Or a doll in a miniature swing calls attention to *The Child's Garden of Verses* open at the famous poem and a sign.

DO YOU LIKE TO SWING?
READ THIS POEM

OTHER SIGNS: FOR GROWING CHILDREN
READ FREQUENTLY
ALWAYS TAKE AT
BEDTIME

STORY TELLING POEMS
(*with apologies to Frances Jenkins Olcott*)

A Read-Together table made up of interesting books to read aloud. A table lamp is a simple symbol of the idea to be expressed. A more elaborate symbol might be a family of dolls,—the father, the mother and the children all sitting around the table or the fireplace with father reading to the group.

SIGNS: BOOKS ARE FAMILY GLUE
NIGHTS OF THE ROUND TABLE
READ TOGETHER
READING TOGETHER IS FUN
BOOKS THE ENTIRE FAMILY
WILL ENJOY

It might be well to add a word of caution to the inexperienced bookseller and this is, to so display any articles that they add to and build up interest in the books displayed. The moment the articles shown draw more attention to themselves than to the books shown with them the whole point is lost. They should be no more and no less than silent salesmen building up values around the books to be sold.

WINDOWS

Someone has said that the window is to the store what the eye is to the individual. Certainly the window, whether it be large or small, deep or narrow, can be made to express the individuality of the book department. Since window space is too valuable an asset to be wasted in ineffectual displays, the children's bookseller should study not only her own department's windows but the windows of every type of store, and discover what, if any, idea is being expressed in each.

The larger stores usually notify each department some time ahead of the date on which they may expect window space avail-

able. In other stores the window trimmer suddenly descends and demands books. Usually in this case he arrives with a sudden influx of customers and the harassed bookseller grabs up an armload of books—almost any books—and dictates a card which may or may not be inspired.

It is a good plan to make up a window schedule even though it is not the store's policy to assign windows much in advance. The bookseller who plans a weekly window a month in advance and who sends in a duplicate copy of her carefully planned windows to the merchandise man, the window man and the publicity man respectively, will not get all the windows planned for, but the chances are she will get more windows than she otherwise would if she made no effort in planning. And moreover, those windows she does get are apt to be more effective and to bring her in the business that should result from the careful and conscientious preparation of a window display.

I

The Window Display Form Used By The J. K. Gill Co. With Some Suggested June Windows

Goods to be displayed during .....19...

Department .....

First Week.....1*st to* 6*th*

Travel window for boys and girls. Show books about foreign lands and about our own country, books about foreign peoples, histories and related books. Use child's suit case, big globe, maps, child's golf bag, travel games from Toy dept. Sign *Are Your Children Going Too? Books That They Need.*

Second Week .....6 *to* 12

Graduation and promotion window. Books as gifts. Have window built in tiers of steps with several children of different ages in gala graduation dress going up steps to open gates at top. The youngest child is at the bottom, the oldest at the top. All are to look upwards toward the gateway through which spires lift and airplanes are seen overhead. Each child carries a book. Groups of gift wrapped books with graduation and promotion cards and a well selected group of unwrapped and opened books in immediate foreground.

Sign: *Arm Them With Books....Books —The Perfect Gift.*

Third Week.....12 *To* 18

Vacation reading for boys and girls. A log and some green branches, a fishing pole and a picnic basket, a blanket and a small boy figure lying propped against the log with feet up in the air and reading a book. Inexpensive copyright fiction for boys and some of the new fiction and books about their hobbies to be stacked at either side and scattered in foreground.

Signs: Coming Soon—Lazy Days—You'll Want Some of These.

Fourth Week..... 18 *To* 24

Circus Window with posters from the circus as background, sawdust on the floor and toy animals from the toy shop performing tricks. Show books about circus life, with circus theme and about wild animals.

Signs: Take the Circus to the Kids Through Books

Fifth Week..... 24 *To* 30

Handicraft and Something-To-Do books for children.....Show a beach umbrella with an older child reading a book and younger children cutting out paper dolls or making crayon pictures in crayon books. Make good display of all books of this type together with a grouped display of hobby books for older girls and another for older boys.

Sign: Busy Hands Make Happy Children

II

Display Form for a Special Window

Date.....May 5th, 19.....

Department .....

You have been assigned display No. 2 A on.....Goods to be displayed....Baby books, cloth books, toy picture books. Show with electric washing machine, clothes line, clothes pins. Stretch line in background, hang some washed muslin books from it, have others being washed in machine, display muslin books, heavy paper toy picture books and baby record books in foreground.

Goods Can Be Received From..dept. M. and through courtesy of—The Electric Washing Machine Shop, 329 Fifth Ave.

Please PRINT AND CHECK SIZE AND SHAPE

WASH BABY'S BOOKS

THESE HAVE FAST COLORS

THE DYES ARE VEGETABLE

LOANED THROUGH THE COURTESY OF

THE ELECTRIC WASHING MACHINE COMPANY

This sheet must be returned to adv. dept. 1 day before display is made.

In planning each window she should ask herself, "What is it that this window is going to accomplish?" In other words, is this to be a "good will" window; an institutionalizing window; an "idea" window; a miscellaneous merchandising display; a concentrated display; will books for one sex or one age be shown; will the books shown be of a limited type; is the window to make a seasonal appeal; or is it to be a straight out and out price window? Each, of course, has pulling power and each has its value and its place.

Many booksellers have found it a good plan to check on the sales suggested by the display. A pad near the cash register is a reminder to tally. It cannot be an accurate count, of course. Copies of the books to be checked will be sold to persons who have not seen the window, and many persons who are attracted by the display hurry by and do not come in for some time after, and sometimes then not for any book shown. The tally is somewhat of an indication of the window's success or failure, however, and if there is little or no



"Reddy" by Mary Biddle Fitler (Harper), a juvenile best-seller, given a full window-display by Strawbridge and Clothier, Philadelphia

response, it is safe to assume that something doesn't click. A record of this check and an analysis of the window *after* it has been put in will help the children's bookseller in planning effective future windows.

Immediate tangible results are not always the sign of the success of certain types of windows. For instance, the "good will" window put in at the request of Boy Scout leaders which seeks to sell the Boy Scout organization to the boy, to his family and to the community, might result, even if a careful selection of books were included in the display, in a very slight immediate response to the book appeal. Yet the association of the ideas of boys, Boy Scout character building influences, with books, will undoubtedly bring in customers and make sales mount up in the course of time.

Displays which reflect the news and the interests of the day attract a good attention. Clippings, pictures, the magazine article, an article or articles which are easily recognized and identified with the local interests of children, the scrap book again,—any of these help to drive home in a fresh fashion the thought of how indispensible books are in the lives of boys and girls.

Ordinarily the children's bookseller has the decision of how long the window should stay in settled for her by the powers that be. If the window is pulling exceptionally well, figures might influence the decree and give her a day or so longer. Here is another use for the tally. If the window is not bringing in sales and customers and is not of the good will type, it might be a good idea to analyze the window with the window trimmer and possibly either make some constructive changes or pull out the ineffective titles and make an entire new display. This, of course, rather depends on the good nature of the window trimmer.

Any of the ideas suggested for table displays could be elaborated or otherwise used to make interesting windows. But there is a wealth of ideas from which to draw. Every type of book and every title carries association of ideas rich with possibilities. There are some principles to keep in mind, as for instance, unity of display. Every book in the display should emphasize the *same idea* whether it be price, selection, constructive quality, related interest, pleasure, use or whatever the theme might be. Another and perhaps more important principle to remember is the old

one of salesmanship. Every window should, 1, attract attention; 2, create interest; 3, awaken desire; 4, inspire action.

Every aid which will help attract attention *to books* such as color in the window, related articles, clippings, living children showing the use of books, or price tags, will help accomplish the first step in window selling. But attracting attention is of little value unless the window gazer becomes interested in the display in relationship to himself; then even if desire for ownership is awakened, unless there is that something which is variously called punch or appeal, the window will not succeed unless the window gazer is fired with the desire to possess and he has the impulse to come into the store and purchase.

The Window Card and the Poster

The National Association of Book Publishers supply attractive posters free of charge and most publishers are willing to send some extra jackets with their shipments. These later in the hands of a card writer or clever bookseller can be made into most attractive posters.

It might be interesting to see what a children's art class would do in developing the book appeal in poster making, either as inspired by the Jon Brubaker and the Jessie Willcox Smith posters sent out by the National Association or with the extra book jackets as the central decorative theme. Amateurs in the art should be warned about making the letters distinct and in decided contrast to the background.

Teachers and leaders in young people's activities are usually eager for copies of the beautiful posters supplied by the National Association Book Publishers. Play ground heads, church leaders, librarians, and even, in some communities, the grocer, the druggist, and the other small merchants can be interested in displaying posters during book week and spring drives.

The teachers and young people's leaders usually want the posters and, if they are notified in time, will come to the book department after them. A letter which will reach the several teacher's councils in time to come up before the monthly meeting preceding the big book event, or a letter to each school principal, notifying the teachers that one poster will be given to each teacher who will call in person for it, will result in bringing to the department a number of teachers. When the influence of the teacher is remembered the bookseller will not only hand out the poster but in the few moment's contact do all she possibly can to sell that teacher the idea of the peculiar and the valuable service offered by her children's book department. An advertisement in the daily papers offering the posters costs more and does not offer the direct contact that the letters do.

The playground heads, grocers, and others mentioned above are not quite so interested or are interested hardly at all. The bookseller must then see that posters are delivered to these persons, after, of course, arrangements with them have been made for their use. Sometimes in addition to the poster, public-spirited merchants are also willing to emphasize the poster with a display of a small group of books.

While it is not fair to ask teachers and others who are supported by public funds or who have decided upon a policy of allowing no commercial advertising in their club buildings, meeting places or in schools to put up advertisements of any single bookseller, no objection is usually made to a small rubber stamped business address in one lower corner of the poster. If the bookstores and book departments of a community are organized and all are contributing the posters and the effort, it is better practice to make no attempt at selling the individual book department by means of advertising on the poster, but to sell instead the idea of books for children.

(*Continued in next week's issue*)



"Come Alive" character figures chosen out of books and executed by children.

Children's Book-Advertiser

ADVERTISING books is as necessary in a children's library as it is in a bookstore and means must be found to call attention to old favorites even more than for new books. Children are always growing up and a new public is ever ready.

A branch library in Bridgeport, Conn., has found an expedient that works efficiently, in "Come Alive" posters made by young people who choose characters they enjoy and execute cut-out figures of appropriate size which are posed as if coming out of books from between the pages.

The sport was suggested first by Patten Beard who wrote "Playcraft," and the idea was illustrated by a fairy she made herself, jointed so the arms and legs could show action. In Good Book Week the librarian arranged a table with 25 best books from which characters might be chosen. There was an immediate response from boys and girls of the 6th, 7th, and 8th grades and their "Come Alives" were placed in copies of the books to which they belonged.

Other young people immediately wished to read those books and they were released for circulation and the "Come Alives" placed in other copies. The list of all the "25 best books" was kept in view and all available new copies were released to fill the calls for them. T. B. Aldrich, Louisa M. Alcott and Susan Coolidge Woolsey and Mary P. W. Smith, W. O. Stoddard and Frank Stockton once more came in competition with the present day writers along with the heroes of romance of Howard Pyle, the stories of action by Stevenson and Scott, and the western life of Buffalo Bill, Remington's "Pony Tracks" and Will James' "Smoky."

Helen Fish of Stokes Co. heard of the project and sent up books as first, second and third prizes for the best "Come Alives." There were over a hundred characters in the competition and 60 of the best ones were sent to Miss Beard to be judged. She awarded the prizes to "Smoky" 1st, "Paul Bunyan" 2nd and "Dr. Dolittle" 3rd.

In a few classes the teachers co-operated by giving time in the art period for making "Come Alives" and the teachers of departmental English classes added their influence to the reading project.

Among the Illustrators

FOR a number of years lovers of good book illustration have realized that they had to look to the children's departments of bookstores to find an adequate representation of what was being done by new artists and what was being developed in new processes for reproducing these illustrations. Since the days of Howard Pyle, illustrators have found their most frequent opportunity in books for the young people, with the revival of old classics or in adding attractions to new books which would give them the claim that they deserved on the young people's attention. In the last half dozen years the increased attention paid to children's books among publishers, and the keen competition to take advantage of this growing market has stimulated a still greater activity in this field, and illustrators have come forward to fill the need to an extent never before realized.

To pick two pages of pictures from the scores of good illustrated books this fall is difficult, but several examples of successful pages are reproduced. Lois Lenski appears in the fall lists with two books of her own writing and illustrating, "Two Brothers and Their Animal Friends" from Stokes, "Wonder City" from Coward-McCann.

James Daugherty, whose work attracted attention in Sandburg's "Lincoln" on the Harcourt list, is responsible for a set of illustrations for "Uncle Tom's Cabin," Coward-McCann, three of Shakespeare's plays, Harcourt, and "Courageous Companions" by Finger, the Longmans, Green prize book.

Mahlon Blaine, who made a reputation



Lois Lenski: "Two Brothers and Their Animal Friends." Stokes.



Maud and Miska Petersham: for Elizabeth C. Miller's "Pran of Albania." Doubleday, Doran.



James V. Daugherty: for "Uncle Tom's Cabin." Coward-McCann.



Neva Brown: for "The Magic Switch," by Fjeril Hess. Macmillan.



Mahlon Blaine: for Mukerji's "Chief of the Herd." Dutton.



Pierre Ponsard: for Blaise Cendrars' "Little Black Stories for Little White Children." Payson & Clarke.



Boris Artzybasheff: for Jacques Dorey's "Three and the Moon." Knopf.

for himself by illustrating classics for John Day, is responsible for the pictures for the new Mukerji book on the Dutton list, Jack Calvin's "Square-Rigged," Little, Brown, and "Little Spotted Seal," Harper.

Willy Pogany has a lavishly illustrated "Alice in Wonderland" on Dutton's list.

Boris Artzybasheff has done some unique illustrations for Jacques Dorey's collection of old legends, Brittany, Normandy and Provence, "Three and the Moon," Knopf.

Neva Brown is a newer name, but the brilliance of her coloring in "The Magic Switch" makes that volume a striking one.



Window display featuring personalized service

Personalized Juvenile Book Service

A PRIZE of $100.00 has been awarded to the J. H. Gill Company of Portland, Oregon, in the contest conducted by the National Association of Book Publishers during the spring and summer for the best description of a bookstore campaign to increase sales of children's books in the spring.

Mr. Richard G. Montgomery, assistant manager of the store, submitted the prize-winning report,—a summary of the various forms of promotion and advertising used in developing a "Personalized Juvenile Book Service." Writes Mr. Montgomery "Attractive letters and circulars and business reply cards were prepared announcing this "personalized book service for children." The announcement reads:

"Briefly the plan is this: The Boys' and Girls' Own Book Shop will send you, every month, a carefully selected juvenile book. There will be *no obligation* on your part to keep it. If you decide it is one that you will want for your children, however, you may keep it and it will be charged to your account or a bill will follow. That's all there is to the plan.

"It is the aim of the Boys' and Girls' Own Book Shop to build up a list of children whose requirements and *individual* book needs may be studied as time goes on. It may take several months to find exactly the type of book that is suited to a particular child, but once that type of book is found, there will be no difficulty in supplying suitable books indefinitely. The seeds thus planted will eventually grow into a real little library."

"We are more than pleased with the results achieved so far and we believe very definitely that the PERSONALIZED JUVENILE BOOK SERVICE will solve our problem of how to increase the sale of children's books."

Advertisements in local newspapers, window displays, folders, and special announcements on circulating library jackets were used to give wide publicity to the plan.

Pamphlets are distributed through local Parent-Teacher groups.

Books most popular with subscribers include nature books, travel books, books of history, books on aviation and standard classics. Each sales person is thoroughly familiar with the plan and puts his own enthusiasm into securing new subscribers.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in brackets, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adam, H. Pearl [Mrs. Pearl Humphrey Adam]

Kitchen ranging. 400p. (bibl.) D [c.'29] N. Y., Cape & Smith $2.50

A cook book which gives recipes for local favorite dishes from all over the world—with anecdotes and historical notes.

Adams-Acton, Murray

Domestic architecture and old furniture. 138p. il. F '29 Bost., Houghton $15

The fine features of past periods of domestic architecture in France, England, Italy and Holland are described in this book which is illustrated with several hundred fine photographs.

Aesop

Twenty-four fables of Aesop and other eminent mythologists, as rendered into English by Sir Roger L'Estrange, Knight. 52p. il. O [n. d.] N. Y., Dutton $2.50

A version of Aesop which appeared first in 1692 and was the source of many later ones. The book is illustrated with reproductions of etchings by Marcus Gheeraerts which were first published in 1567.

Applegate, Frank G.

Indian stories from the Pueblos; foreword by Witter Bynner. 178p. il. (col.), map O c. Phil., Lippincott $3.50

Mr. Applegate has spent months among the Pueblo Indians, living their life and learning their arts.

Asbury, Herbert

Carry Nation. 336p. il. O c. N. Y., Knopf $3

A biography of Carry Nation who waged war for prohibition, a fanatic known as "the woman with the hatchet."

Attenborough, G. M.

The rich young man; a comedy with digressions. 309p. D c. N. Y., Stokes $2.50

The romance of Samela, a modern Cinderella, and the rich young man takes place in England and on the Continent.

Babor, Joseph A.

General chemistry; a text-book for college students. 596p. diagrs. O [c.'29] N. Y., Crowell fab. $3.75

Barbour, Ralph Henry [Richard Stillman Powell, pseud.]

Tod Hale on the nine. 280p. il. D c. N. Y., Dodd, Mead $1.75

A baseball story for boys.

Barrington, E., pseud. [Mrs. Lily Moresby Adams Beck, L. Moresby, pseud.]

The empress of hearts. 300p. D (Novels of distinction) [c.'26, '28] [N. Y.] Grosset $1

Barrows, Harlan H., and others

Geography: southern lands. 303p. (bibl.) il. maps (pt. col.) diagrs. Q (Barrows and Parker geography, b'k 4) [c.'29] Newark, N. J., Silver, Burdett $1.52

Bauer, George Neander

Mathematics preparatory to statistics and finance. 344p. diagrs. D c. N. Y., Macmillan $2

Beals, Carleton

Destroying victor. 384p. D c. N. Y., Macaulay $2.50

Forced out of his professorship in a university by a scandal, Henry Scroggin makes a success of politics and business.

Belloc, Hilaire

Survivals and new arrivals. 219p. D c. N. Y., Macmillan $2

A survey of the forces opposed to Catholicism.

Benson, Allan Louis

Daniel Webster. 410p. (bibl.) il. O c. N. Y., Cosmopolitan $5

A biography of a great American statesman whose long life covered an important part of our country's early history.

Adams, Orville D.

Breeze Inn minstrels; novelty minstrel show. 20p. Q '29 Minn., Northwestern College of Speech Arts pap. 75 c.

American Association of University Women. Hibbing Branch

The story of the Arrowhead country from the age of stone to the age of steel, written to accompany the pictorial and historical map of the Arrowhead. 16p. map. (col.) O [c. '29] [Hibbing, Minn.], Author pap. $1.25

Archer, Gleason Leonard

Digest of criminal law cases. 236p. O c. Bost., Suffolk Law School Press, 20 Derne St. $3

Bible
The Book of Genesis [lim. ed.]. 162p. il. O c. Yellow Springs, O., Kahoe & Co. bds. $3
The child's Bible; ed. by John Stirling. 524p. il. maps Q [n. d.] Ind., Bobbs-Merrill $3.75
The words of the Old and New Testaments arranged, illustrated and explained for young people.

Bierce, Ambrose
Write it right; a little blacklist of literary faults. 73p. D [c. '09] N. Y., Walter Neale $1.50
This book has been out of print.

Bindloss, Harold
The dark road. 302p. D (Popular copyrights) [c. '27] N. Y., Grosset 75 c.

Birney, Hoffman
Vigilantes. 346p. O [c. '29] Phil., Penn $3.50
A chronicle of the rise and fall of the Plummer gang of outlaws in and about Virginia City, Montana, in the early '60's.

Bles, Arthur de
Genuine antique furniture. 400p. il. O [c. '29] N. Y., Crowell $6
A description of the distinctive features of antique furniture in the important French, English and American styles.

Bonner, Mary Graham [Mrs. Eugene Edward Early]
Madam Red Apple. no p. il. (col.) O [c. '29] Springfield, Mass, M. Bradley $1.50
How Annette Jenkins, aged four, plays at being a grand lady and calls herself "Madam Red Apple."

Bordeaux, Henri
Saint Francis de Sales; theologian of love; tr. by Sister Benita. 298p. front. (por.) O c. N. Y., Longmans $2.50
The life and doctrine of the famous Catholic who lived at the end of the 16th century.

Borden, Lucille
The gates of Olivet. 367p. D (Internat'l fiction lib.) [c. '22] Cleveland, [World Syndicate Pub. Co.] 50 c.

Bragdon, Claude Fayette
Merely players. 230p. il. O '29 c. '05-'29 N. Y., Knopf $3
The architect and artist, who has contributed so greatly to modern stage effects, writes of his experiences and of some of his celebrated friends.

Briggs, Le Baron Russell
The sphinx garrulous; charades versified and diversified. 138p. D c. Cambridge, Mass., Washburn & Thomas $2
The old parlor game of charades, the clues to the syllables concealed in verse.

Brill, Ethel Claire
South from Hudson Bay. 319p. il. (col. front.) D [c. '29] Phil., Macrae, Smith $1.75
The adventures of three boys in the days of the early settlers in the Red River country.

Brock, Arthur John, tr
Greek medicine; being extracts illustrative of medical writers from Hippocrates to Galen. 268p. D (Lib. of Greek thought) ['29] N. Y., Dutton $1.75

Bromfield, Louis
A good woman. 432p. D (Novels of distinction) [c. '27] [N. Y.], Grosset $1

Brunelli, Bruno
Casanova loved her; introd. by Arthur Machen; tr. by Alexander McKechnie. 315p. (2p. bibl.) front. O c. N. Y., Liveright $3.50
The story of Giustiniana, the mysterious Mademoiselle X. C. V., who played such a curious and interesting part in the life of Casanova.

Bufano, Remo
Pinocchio for the stage; in four short plays; from Collodi's original; il by the author. 228p. D c. N. Y., Knopf $2
The old story has been divided into four parts and each part made into a complete play which can be acted either by children or marionettes—with full directions for productions.

Burroughs, Prince Emmanuel
Honoring the deaconship. 110p. D [c. '29] Nashville, Tenn., S. S. B'd of So. Bap't Convention 60 c.
A study of the religious office of deacon.

Burton, R. G.
Sport and wild life in the Deccan. 282p. il. maps O [n. d.] Phil., Lippincott $5
An account of big-game hunting during nearly forty years of service in India.

Cadman, Samuel Parkes
Peace. 71p. S [c. '29] N. Y., Dutton bds. $1
An essay on spiritual peace by a prominent minister and orator.

Carhart, Arthur H., and Young, Stanley P.
The last stand of the pack. 315p. il. D [c. '29] N. Y., Sears $2.50
Two government officials give us the story of the extermination of the wolves on the western plains and mountains.

Bhandarkar, D. R., ed.
India. 207p. (bibl. footnotes) O (Annals, v. 145, pt. 2) '29 Phil., Amer. Acad. of Political & Social Science pap. apply

Boy's prayers (A). 41 p. il. (pt. col.) T (Pax b'k) [n. d.] [Milwaukee, Morehouse Pub. Co.] pap. 60 c.

Bradway, John S., ed.
Law and social welfare; a preliminary study of the inter-relationship between these two fields of human activity; with a monograph on the possible extension of the human life cycle. 233p. (bibls.) (bibl. footnotes) diagrs. O (Annals, v. 145, pt. 1, no. 234) '29 Phil., Amer. Acad. of Political & Social Science pap. apply

Brings, Lawrence M., comp.
Christmas entertainment book; drills, playlets, pantomimes, recitations and dances suitable for the grades. 56p. Q '29 Minn., Northwestern College of Speech Arts pap. 60 c.

Brown, Victoria
In the garden; a pageant for the grades. 20p. Q '29 Minn., Northwestern College of Speech Arts pap. 50 c.

Brumbanger, Roy Talmage
The faith that wins. 128p. D '29 Chic., Bible Inst. Colportage Ass'n. 75 c.; pap. 25 c.

Burrell, L. S. T., M.D.
Recent advances in pulmonary tuberculosis. 217p. il. '29 Phil., Blakiston $3.50

Carroll, Mollie Ray
Unemployment insurance in Germany. 147p. (5p. bibl.) diagrs. O c. Wash., D. C., Brookings Inst. $2

Caulfeild, Ruby Van Allen
The French literature of Louisiana. 297p. (187p. bibl.) D (Pub'ns of the Inst. of French Studies) c. N. Y., [G. L. Van Roosbroeck, Philosophy Hall, Columbia Univ.] pap. $1.50

Coffin, Robert Peter Tristram

An attic room; il. by the author. 314p. O c. Garden City, N. Y., Doubleday Doran $2.50

Essays which explore the ways of Arcady and dwell on the beautiful and jovial in life.

Colver, Mrs. Alice Mary Ross

The red-headed goddess. 316p. D c. N. Y., Dodd, Mead $2

A romance full of adventure that starts when wealthy Dirk Leslie kidnaps Lorraine in his airplane.

Cordts, Anna Dorothea

The new path to reading; b'k 2. 265p. il. (pt. col.) D [c.'29] Bost., Ginn 72 c.

Cuppy, Will

How to be a hermit, or, A bachelor keeps house. 328p. map D c. N. Y., Liveright bds. $2.50

Informal, humorous thoughts on being a bachelor hermit by Will Cuppy who is one and also a regular contributor to the New York *Herald Tribune* literary review.

Dalsème, René

Beaumarchais, 1732-1799; tr. by Hannaford Bennett. 440p. (bibl.) il. O c. N. Y., Putnam $5

The life of Beaumarchais, who pledged his credit for money that America borrowed from France during the Revolution.

Dashwood, Jane

Three daughters. 299p. D c. [Bost.], Houghton $2.50

Three modern young ladies of the Victorian age, disapproved of by their elders, grow into parents who are shocked by their 1929 daughters.

Davies, Blodwen

The storied streets of Quebec [lim. ed.]. 94p. il. (col.) map (col.) D [c.'29] N. Y., Louis Carrier $2

Alluring glimpses of picturesque and historic Quebec City.

Dawson, Coningsby William

When Father Christmas was late. 250p. il. D '29 c.'16-'29 Garden City, N. Y., Doubleday Doran bds. $3, bxd.

Six Christmas stories.

Der Ling, Princess [Mrs. Thaddeus C. White]

Kowtow. 322p. il. (col.) O [c.'29] N. Y., Dodd, Mead $3.50

The author of "Two Years in the Forbidden City" recounts further incidents in an unusual and eventful life. The story of a Manchu child who was reared in Occidental ways, and as the daughter of a Chinese ambassador lived much abroad to return home as first Lady-in-Waiting to the last great Empress of China.

Douglas, Norman

South wind; introd. by Dorothy Scarborough. 434p. D (Modern readers' ser.) c. N. Y., Macmillan 80 c.; half lea., $1.25

Douglass, Harlan Paul

Church comity; a study of coöperative church extension in American cities. 188p. (bibl. footnotes) diagrs. O (Inst. of Social and Religious Research) c. Garden City, N. Y., Doubleday Doran $2.50

Doyle, Sir Arthur Conan

The Maracot Deep, and other stories. 307p. D '29 c.'27-'29 Garden City, N. Y., Doubleday Doran $2

Four tales of mystery and adventure by the popular author.

Eddington, Arthur Stanley

Science and the unseen world. 91p. nar. O (Swarthmore lecture, 1929) c. N. Y., Macmillan $1.25

By the author of "The Nature of the Physical World."

Egge, Peter

Hansine Solstad; the history of an honest woman; tr. by Jess H. Jackson; introd. by Henry Goddard Leach. 320p. D c. Garden City, N. Y., Doubleday Doran $2.50

Wrongfully accused of dishonesty, Hansine's whole life is spent in a courageous attempt to combat this slander. A novel with a Norwegian setting.

Eggleston, Mrs. Margaret White

Seventy-five stories for the worship hour. 173p. D c. Garden City, N. Y., Doubleday Doran $1.50

Stories of Christian living.

Eipper, Paul

Animals looking at you; [tr. by Patrick Kirwan]. 163p. il. O '29 c.'28,'29 N. Y., Viking Press $3

The author has watched animals closely, with love and sympathy, and now tells of his observations. Illustrated with photographs.

Erskine, John

Adam and Eve; though he knew better. 338p. D (Novels of distinction) [c.'27] [N. Y.]., Grosset $1

Eyton, John Seymour

Kullu and the elephant. 308p. il. O [c.'29] Ind., Bobbs-Merrill $2.50

The further adventures of Kullu and Durroo in the jungles of India.

Church at Milltown (The). 80p. D c.'29 Cin., Standard Pub. Co. pap. 20 c.

Churchill and Grindell

Songs for Sunday schools and religious day schools. 56p. O (Churchill-Grindell song b'ks) '29 Milwaukee, Caspar, Krueger, Dory Co. pap. 55 c.

Churchill-Grindell song book no. 7; containing songs for primary and intermediate grades. 56p. O (Churchill-Grindell song b'ks) '29 c.'27 Milwaukee, Caspar, Krueger, Dory Co. pap. 55 c.

Cleaver, J. Harvey

Quaint philosophy of a physician. 106p. D c. Los Angeles, Wetzel Pub. Co. pap. $1.50

Colp, Ralph, and Keller, Manelva Wylie

Textbook of surgical nursing; new 2nd ed., rev. 536p. il. diagrs. O '29 c.'21,'29 N. Y., Macmillan fab. $3.25

Crooks, Philomena

Drills and dances for the grades; primary and intermediate. Q '29 Minn., Northwestern College of Speech Arts pap. 60 c.

Deighton, L. K.

Pietro the foolish; a comedy in one act. 28p. D (Longmans' play ser.) c. N. Y., Longmans pap. 50 c.

Faris, John Thomson

The paradise of the Pacific. 383p. (4p. bibl.) il. map O c. Garden City, N. Y., Doubleday, Doran $5

Concerning the history, scenic attractions and customs of our possessions, the Hawaiian Islands.

Feuchtwanger, Lion

The ugly duchess; tr. by Willa and Edwin Muir. 335p. D (Novels of distinction) [c. '26, '28] [N. Y.], Grosset $1

Fletcher, Joseph Smith

The Box Hill murder. 238p. D c. N. Y., Knopf $2

Who killed Susan Wheeler and left her body in the woods on Box Hill?

Flores, Augusto

My hike: Buenos Aires to New York. 179p. il. map D (Putnam's boys' b'ks. by boys) c. N. Y., Putnam $1.75

A sixteen-year-old Peruvian Boy Scout writes of the dangers and adventures he experienced on his 10,000 mile hike to New York.

Flynn, Brian

The billiard room mystery. 270p. D '29 Phil., Macrae, Smith $2

Gerry Prescott was found stabbed to death in the billiard room of Considine Manor, dressed in evening clothes but wearing brown shoes.

Fry, Roger Eliot, and others

Georgian art, 1760-1820. 68p. (bibl. footnotes) il. (col. front.) F (Burlington magazine monograph, 3) '29 N. Y., Scribner $10

An introductory review of English painting, architecture, sculpture, ceramics, glass, metalwork, furniture, textiles and other arts during the reign of George III—illustrated with many examples.

Gadd, Cyril John

History and monuments of Ur. 284p. (4p. bibl.) il. O ['29] N. Y., Dutton $6

Galland, Joseph Stanislaus, and DuGord, Armand E.

Progressive French reader. 218p. D c. N. Y., Macmillan 80 c.

Galsworthy, John

The silver spoon. 328p. D (Novels of distinction) [c. '25, '26] [N. Y.], Grosset $1

Gordy, Wilbur Fisk

History of the United States, 1763-1929. 508p. (bibls.) il. (pt. col.) maps (pt. col.) D [c. '22-'29] N. Y., Scribner $1.28

Graham, Evelyn

Albert, King of the Belgians. 314p. il. O c. N. Y., Dodd, Mead $5

An authorized life of King Albert whom the War made one of the most popular and admired rulers of the present day. Written by Mr. Graham, the famous royal biographer.

Greene, Graham

The man within. 316p. D c. Garden City, N. Y., Doubleday Doran $2.50

How Andrews, a young smuggler, regains courage and is self-esteem. Hailed as a remarkable first novel by the young cousin of Robert Louis Stevenson.

Gregg, Cecil Freeman

The three daggers; a detective story. 308p. D c. N. Y., Dial Press $2

A telephone report of a murder comes from Sergeant Woodhouse, and the detective sent to investigate the crime finds that the victim is the Sergeant himself!

Hall, Josef Washington [Upton Close, pseud.]

Eminent Asians: six great personalities of the New East. 510p. il. (pors.) O c. N. Y., Appleton $5

Interpretive portraits of Sun Yat-Sen, Josef Stalin, Mahatma Gandhi, Yamagata, Ito, and Mustapha Kemal.

Hammerton, John Alexander

Barrie; the story of a genius. 510p. il. O c. N. Y., Dodd, Mead $5

The essential facts in the life and achievement of the great Scotch author, Sir James Barrie, from his first to his seventieth year.

Hasbrook, A. Howard

Barricades; a novel. 350p. D [c. '29] [Trenton, N. J.], Bryce, Gille & Co. $2

The story of Mary Glennon's struggle between her love and her religion.

Hastings, Viscount

The golden octopus; legends of the South Seas; il. by Blamire Young. 91p. il. (col.) Q [n. d.] N. Y., Dutton bds. $6

The author has collected these native legends while living on the small South Sea island, Moorea, near Tahiti.

Hatch, Eric

Domestic animal. 278p. D [c. '29] N. Y., Sears $2

Cabot Cabot's hectic adventures in Bar Harbor, Newport and New York afford an amusing commentary on life in High Society.

Hauck, Mrs. Louise Platt

Marise; a story for girls. 298p. il. D [c. '29] Ind., Bobbs-Merrill $2

A story about Marise and the summer she spent in the Ozarks.

Faulkner, George H.

Three friends; a melodrama in one act. 13p. D [c. '29] N. Y., Longmans pap. 35 c.

Fisher, Alfred George

Treatment by manipulation; a practical handbook for the practitioner and student; 2nd ed. 211p. il., diagrs. O '29 N. Y., Macmillan $3.50

Furfey, Paul Hanly

A selected bibliography on child development. 51p. O (Educational research bulls., v. 4, no. 4) c. Wash., D. C., Catholic Educ. Press pap. 35 c.

Gerstenberg, Alice

Alice in Wonderland; a dramatization of Lewis Carroll's "Alice's Adventures in Wonderland" and "Through the Looking Glass." 85p. D (Longmans' play ser.) '29, c. '15, '29 N. Y., Longmans pap. 75 c.

Gosney, Ezra Seymour, and Popenoe, Paul Bowman

Sterilization for human betterment; a summary of results of 6,000 operations in California, 1909-1929. 220p. (bibl. footnotes) D c. N. Y., Macmillan $2

Graham, Malbone W., jr.

The Soviet security system. 89p. (bibl. footnotes) D (Internat'l Conciliation, no. 252) '29 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

Hennings, Richard

Klein Heine ein grossotadtjunge; ed. by J. E. G. Burgoyne; authorized ed. 104p. D [n. d.] N. Y., Holt pap. 52 c.

Hellems, Fred B. R.

The king's market, and other studies. 377p. front. (por.) diagrs. D c. Boulder, Col., Univ. of Col. $1

Essays by the late Dean of the College of Arts and Sciences at the University of Colorado.

Hendryx, James Beardsley

Man of the north. 303p. D c. Garden City, N. Y., Doubleday Doran $2

Adventuring for gold in northern Canada brings love to Brian and Annette.

Heuser, Herman Joseph, D.D.

From Tarsus to Rome; the story of the first Christian hierarchy. 174p. D c. N. Y., Longmans $2

A history of Saint Paul, the final book in a trilogy of which the first two were "In the Workshop of Saint Joseph" and "The House of Martha at Bethany."

Hill, Mrs. Caroline Mills, comp.

Twentieth century love poems. 226p. D c. Chic., Willett, Clark & Colby $2.50

Love poetry of many of our well-known contemporary poets.

Hill, Mrs. Grace Livingston

The prodigal girl. 312p. D c. Phil., Lippincott $2

How Chester Thornton saved his girl from a fast life.

Hocking, William Ernest

Types of philosophy. 477p. (bibl. footnotes) O [c.'29] N. Y., Scribner $2.50

An introduction to philosophy by a Harvard professor.

Hume, David

An essay on suicide [lim. ed.]. 20p. O '29 Yellow Springs, O., Kahoe & Co. bds. $2.50

Humphrey, Grace

Flags. 214p. il. O [c.'29] Ind., Bobbs-Merrill $2

Facts, traditions and legends about the flags of all the world, new and old. For children.

Jászi, Oscar

The dissolution of the Habsburg monarchy. 512p. (20p. bibl.) O (Studies in the making of citizens) [c.'29] Chic., Univ. of Chic. Press $3

This study of the causes of the dissolution of the monarchy is written by a Hungarian scholar, a member of the last cabinet of the empire, and now a professor of political science at Oberlin College.

Jenkins, MacGregor [Rusticus, pseud.]

Shiner Watson; the autobiography of a boy. 287p. il. D [c.'29] Ind., Bobbs-Merrill $2

The story of a "regular fella," a freckle-faced, American boy.

Jordan, William George

The Book of Job: its substance and spirit. 193p. (bibl.) D c. N. Y., Macmillan $2

An interpretation of "The Book of Job" based primarily upon its literary value.

Jünger, Ernst

Storm of steel; tr. by Basil Creighton; introd. by R. H. Mottram. 297p. D c. Garden City, N. Y., Doubleday Doran $2.50

A picture of the World War taken from the diary of a German storm-troop officer on the Western Front. (Original title in German "In Stahlgewittern.")

Kellett, Ernest Edward

A short history of the Jews down to the Roman period. 280p. (4p. bibl.) maps O c. N. Y., Dial Press $3.50

Klabund, pseud. [Alfred Henschke]

The incredible Borgias; tr. by Louise Brink. 256p. O c. N. Y., Liveright $2.50

In a series of vivid impressionistic scenes is given the incredible story of the violent, treacherous Borgias who ruled during the Italian Renaissance.

Kober, A. H.

Star turns; tr. by G. J. Renier. 239p. il. D '29 N. Y., Macmillan $2.50

Famous stars, daring acts, and the secrets of many marvels are all described in this book which pictures the mad, romantic life of the circus.

Krasnov, Peter Nikolaevich

The white coat. 458p. O c. N. Y., Duffield $3.50

An epic novel about the anti-revolutionists of Russia, by General Krasnov, who is in exile from the country because of his political opinions.

Larsson, R. Ellsworth

O city, cities! 104p. O c. N. Y., Payson & Clarke bds. $2.50

Poems conveying the nostalgia of modern life.

Lawler, Lillian Beatrice

Easy Latin plays. 159p. il. D (Macmillan classical ser.) '29, c.'25,'29 N. Y., Macmillan 80 c.

Lawrence, David Herbert [Lawrence H. Davison, pseud.]

Pansies; poems. 216p. O c. N. Y., Knopf $2.50

Containing one hundred and fifty poems. Mr. Lawrence's first volume of new verse to be published in six years.

Laws and liberties of Massachusetts (The); reprinted from the copy of the 1648 edition in the Henry E. Huntington Library; introd. by Max Farrand. 68p. F c. Cambridge, Mass., Harvard $5

A reproduction, in type-facsimile, of the original edition which is important in the study of the development of law.

Leroux, Gaston

The new idol; tr. by Hannaford Bennett. 410p. D ['29] N. Y., Macaulay $2

Cheri-Bibi returns to take part in quelling a communist uprising in Paris.

Lewis, Sinclair [Tom Graham, pseud.]

Elmer Gantry. 432p. D (Novels of distinction) [c.'27] N. Y., Grosset $1

Hughes, Glenn

Komachi; a romantic drama of old Japan; in three acts. 86p. D (Longmans' play ser.) c. N. Y., Longmans pap. 75 c.

Knox, Florence Clay

Many happy returns of the day; a comedy in one act. 29p. D (Longmans' play ser.) c. N. Y., Longmans pap. 50 c.

League of Nations

Periodical list of publications recently issued. 10p. D (Supplement no. 17 to 1927 catalog) '29 Bost., World Peace Found. pap. apply

Lehmann, E. W., and Kingsley, F. C.

Electric power for the farm. 103p. (bibl. footnotes) il., diagrs., maps O (Agricultural experiment sta., bull. no. 332) '29 Urbana, Ill., Univ. of Ill. pap. apply

Leyton, Patrick

By foul means. 288p. D (Internat'l fiction lib.) [c.'29] Cleveland [World Syndicate Pub. Co.] 50 c.

Londres, Albert

A very naked people; tr. by Sylvia Stuart. 267p. il. O [c.'29] N. Y., Liveright $3

An account of the strange lives and customs of the savages as the author observed them on his trip through French Africa.

Lonergan, Thomas Clement

It might have been lost! a chronicle from alien sources of the struggle to preserve the national identity of the A. E. F. 340p. il., map, diagrs. O c. N. Y., Putnam $3.50

An authentic account of the diplomatic and military negotiations made by England and France in the attempt to incorporate our army with theirs. Written by a former Lieutenant-Colonel of the General Staff.

McConathy, Osbourne, and others

The music hour; 3rd b'k. 140p. il. (pt. col.) O [c.'29] Newark, N. J., Silver, Burdett 80 c.

MacKail, Denis George

How amusing! and a lot of other fables. 550p. D '29 Bost., Houghton $3

Amusing short stories.

Maher, Richard Aumerle

Gold must be tried by fire. 303p. D [c.'17] Cleveland, O. [World Syndicate Pub. Co.] 50 c.

Martin, Nell

The mosaic earring. 307p. D (Internat'l fiction lib.) [c.'27] Cleveland [World Syndicate Pub. Co.] 50 c.

Mearns, Hughes

Creative power. 404p. O c. Garden City, N. Y., Doubleday Doran $3.50

An educator tells of his experiences in drawing forth the latent creative powers of ordinary children.

Merrel, Concordia

The man without mercy. 329p. D c. Garden City, N. Y., Doubleday Doran $2

How Judith sacrifices her love to help a weak brother, and eventually finds happiness.

Michelson, Miriam

Petticoat King. 278p. D c. N. Y., McBride bds. $2.50

An historical romance laid in the court of Queen Elizabeth.

Mitchell, George

Sergeant Giggles; il. by the author. 118p. il. (pt. col.) O c. Phil., Lippincott $2

Stories for children about the jolly Sergeant and all his animal friends who lived in the jungle.

Mitchell, Gladys

Speedy death. 305p. D [c.'29] N. Y., Dial Press $2

A house-party is broken up by the discovery of the murder of a famous Arctic explorer, who is found to have been a woman.

Moe, Louis

The vain pussy cat, and other picture-tales for children; il. by the author. no p. obl. S [c.'29] [N. Y., Coward-McCann] bds. $1

For small children.

Morris, Gwladys Evan

Tales from Bernard Shaw, told in the jungle. 215p. il. (pt. col.) O [c.'29] N. Y., Stokes $3

Ten allegorical tales which, through the media of animals, reveal the mind and heart of Bernard Shaw as expressed in his plays.

Morris, W. F.

"G. B."; a story of the Great War. 306p. diagr. D c. N. Y., Dodd, Mead $2.50

"G. B.," a British officer, was found dead under peculiar circumstances and clothed in the uniform of a German general—the story of the events leading up to his death gives a vivid picture of the war.

Moylan, J. F.

Scotland Yard, and the Metropolitan police. 350p. map. diagr. D (Whitehall ser.) ['29] N. Y., Putnam $2.50

A book containing information about the scope and methods of the English police and detective systems.

Nelson, William Hamilton

Blood and fire: General William Booth. 284p. (bibl.) il. D [c.'29] N. Y., Century $2.50

A biography of General William Booth, founder of the Salvation Army, which celebrates the one hundredth anniversary of his birth this year.

Newcome, Capt. Louis A.

Lincoln's boy spy. 203p. front. (por.) D c. N. Y., Putnam $1.75

The stirring adventures experienced by the author when he served as a spy during the Civil War at the age of fourteen.

Newman, E. M.

Seeing Germany. 424p. il. map (col.) O (Newman traveltalks) c. N. Y., Wagnalls $5

The author's account of his travels in Germany, interspersed with humorous incidents and valuable practical information.

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Mother and son. 32p. S [c.'28,'29] N. Y., Dutton bds. $1

A popular novelist gives some advice to mothers and sons.

Palgrave, Francis Turner

The golden treasury; selected from the best songs and lyrical poems in the English language; introd. by William Tenney Brewster; rev. and enl., 2 v. in 1. 674p. D '29, c.'28,'29 N. Y., Macmillan 80 c.

Miller, Margaret

Twelve lesson plays for busy teachers. 52p. Q '29 Minn., Northwestern College of Speech Arts pap. 60 c.

Norton, F. H.

Creep steel at high temperatures. 90p. (bibl.) il. O '29 N. Y., McGraw-Hill $3

Oakden, E. L.

Stella mundi; a nativity play, with music written and arranged by Robert T. White. 24p. O [n. d.] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Oglevee, Louise M.

A finger-play book. 34p. il. D [c.'29] Cin., Standard Pub. Co. pap. 50 c.

Parsonnet, Aaron E., and Hyman, Albert S.

Applied electrocardiography; an introduction to electrocardiography for physicians and students. 231p. (7p. bibl.) il., diagrs. O c. N. Y., Macmillan $4

Peck, Anne Merriman
A vagabond's Provence; il. by the author. 289p. O c. N. Y., Dodd, Mead $3.50
An account of the author-artist's wanderings through beautiful and historic Provence.

Pelley, William Dudley
Golden rubbish; a novel. 429p. D c. N. Y., Putnam $2
A dying father's strange proposal and an awakened interest in mysticism greatly changes Louise Garland, a successful business woman.

Pence, Raymond Woodbury
College composition. 430p. diagrs. D c. N. Y., Macmillan $2

Phelps, William Lyon
Memory. 50p. S [c.'29] N. Y., Dutton bds. $1
A small treatise on memory which plays such an important rôle in our daily lives.

Pope, Arthur
An introduction to the language of drawing and painting, v. 1; The painter's terms. 168p. (3p. bibl.) diagrs. (pt. col.) O c. Cambridge, Mass., Harvard $3
By a professor of fine arts at Harvard University.

Powell, John Walker
In search of God; an appreciation of the ancient Hebrew literature. 159p. (3p. bibl.) D c. N. Y., Macmillan $1.50
An interpretation of Hebrew history and literature as found in the Old Testament, and its significance for Christianity.

Pryde, Anthony, pseud. [Agnes Russell Weekes] and Weeks, Rose Kilpatrick
The lily and the sword. 303p. D c. N. Y., Dodd, Mead $2
A romantic and adventurous tale of love and revolution in a central European country of the last century.

Rawson, Marion Nicholl
Country auction. 261p. il. O [c.'29] N. Y., Dutton $5
The auction of a New England homestead and its furnishings, with reminiscences of a century and a half.

Roback, Abraham Aaron
Jewish influence in modern thought. 506p. (29p. bibl.) il. O c. Cambridge, Mass., Sci. Art Publishers $3.75
A survey of the important contributions of Jews to our intellectual activities.

Roberts, Captain Edric G.
Somewhere in England; and other hunting verses; il. by Lionel Edwards. 90p. il. (col.) O '29 N. Y., Scribner $5
A beautifully illustrated book of hunting poems.

Roberts, Richard
The Christian God; the Merrick lectures for 1928. 154p. (2p. bibl.) D c. N. Y., Macmillan $1.50
These lectures were given at Ohio Wesleyan University, and are really a confession of faith by a prominent Canadian pastor.

Rolt-Wheeler, Francis William
The pyramid builder. 247p. front. D c. N. Y., Appleton $1.75
A story for boys of young Prince Nept who lived in the glorious days of early Egypt.

Rosenfeld, Paul
An hour with American music. 179p. D (One hour ser.) [c.'29] Phil., Lippincott $1
A well-known musical critic discusses the works and significance of the important, modern American composers.

Russell, Leonard
An introduction to philosophy. 93p. (bibls.) S (Workers' Educational Ass'n outlines) '29 N. Y., Longmans 75 c.

Sabin, Edwin Legrand
Gold! 336p. il. (col.) O [c.'29] Phil., Macrae, Smith $2.50
Tales of adventures made in the quest for gold. For boys.

Sanford, A. P., and Schauffler, Robert Haven, eds.
Little plays for little people. 372p. D c. N. Y., Dodd, Mead $2.50
This book is a junior supplement to the editors' series entitled "Plays for Our American Holidays."

The magic of books; an anthology for Book Week. 441p. (bibls.) D (Our American holidays) c. N. Y., Dodd, Mead $2
Well-balanced selections of verse and prose as well as a short pageant and plays on the fun of books, how to read, the story of paper and printing, etc.—all suitable for book week programs.

Schlump; the story of a German soldier; told by himself; tr. by Maurice Samuel. 299p. D [c.'28, '29] N. Y., Harcourt, Brace $2.50
A German soldier, who entered as a recruit at the age of seventeen, writes of his experiences in the World War.

Scott, Will
The mask. 319p. D c. Phil., Macrae, Smith $2
Who was the man in the mask? Disher solves the problem.

Sedgwick, Anne Douglas [Mrs. Basil de Sélincourt]
The old countess. 379p. D (Popular copyrights) [c.'26, '27] [N. Y., Grosset] 75 c.

Seymour, Flora Warren
The story of the Red Man. 432p. (9p. bibl.) il., maps (pt. col.) O c. N. Y., Longmans $5
The story of the American Indian, from our pioneer days up to his present status as an American citizen.

Shenton, Edward
Riders of the wind; il. by the author. 205p. (bibl.) il. (pt. col.) maps O [c.'29] Phil., Macrae, Smith $2.50
Stories about the adventures of famous aviators. For boys.

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An anthology of Victorian verse.

Popenoe, Paul, M.D.
The child's heredity. O '29 Balt., Williams & Wilkins $2

Rogers, Sir Leonard, M.D.
Recent advances in tropical medicine; 2nd ed. 439p. il. '29 Phil., Blakiston $3.50

Short, Marion
The jade necklace; a modern comedy in three acts. 67p. D (French's internat'l copyright ed., no. 668) c.'29 N. Y., S. French pap. 30 c.

Smith, Harris Pearson
Farm machinery and equipment. 448p. il. O (McGraw-Hill pub'ns in agricultural engineering) '29 N. Y., McGraw-Hill $3.25

Smith, Lewis Worthington, and Blough, Gideon L.

Planning a career; a vocational civics. 480p. (8p. bibl., bibls.) il. D [c.'29] N. Y., Amer. B'k $1.44

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What happens when a respectable citizen is transformed successively into different kinds of animals is discovered in this amusing novel.

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A survey of the currents of thought which influenced English society at that time.

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A discussion of religion in present-day America, with a plea for sanity and balance in facing our religious problems by the Dean of Harvard Theological Seminary.

Squire, John Collings [Solomon Eagle, pseud.], comp.

Apes and parrots; an anthology of parodies. 309p. S '29 Cambridge, Mass., Washburn & Thomas $2.50

Prose and verse parodies, containing many modern ones that have not been included in previous anthologies.

Stanton, Sanford E.

Theatre management; introd. by Charles B. Dillingham. 160p. (5p. bibl.) diagrs D (Amer-theatre manuals) c. N. Y., Appleton $1.50

A manual of the business of the theatre including full texts of author's and actor's standard contracts.

Stephenson, H. M.

On the highest hill. 286p. D (Internat'l fiction lib.) [c.'29] Cleveland [World Syndicate Pub. Co.] 50 c.

Stilgebauer, Edward

The star of Hollywood; tr. by E. E. Wilson. 256p. D (Internat'l fiction lib.) [c.'29] Cleveland, [World Syndicate Pub. Co., 2231 W. 110th St.] 50 c.

Streeter, Burnett Hillman

The primitive church; studied with special reference to the origins of the Christian ministry. 336p. (bibl. footnotes) map D c. N. Y., Macmillan $2.50

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Laid in Vienna of the fifteenth century this is the story of the conflict between Mathias, King of the Magyars, and his beautiful and treacherous wife.

Thayer, William Roscoe

The life and letters of John Hay; 2 v. in 1. 922p. (bibl. footnotes) front. O '29 c. '08-'15 Bost., Houghton $5

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Thompson, Edward John

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A novel with India as a background, and a charming heroine, Nicky Lyon, as main interest.

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Thwing, Charles Franklin, D.D.

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By the President Emeritus of Western Reserve University and Adelbert College.

Smith, Richard, M.D.

The important causes of infant mortality. 29p. (bibls.) O (Child health bull., v. 5, no. 4) c.'29 N. Y., Amer. Child Health Ass'n pap. apply

Statistical report of infant mortality for 1928; in 729 cities of the United States. 27p. map Q '29 N. Y., Amer. Child Health Ass'n. pap. apply

Streeter, Robert L., and Lichty, Lester Clyde

Internal-combustion engines; new 3rd ed. 445p. il. O '29 N. Y., McGraw-Hill $4

Taylor, Paul S.

Mexican labor in the United States, migration statistics. 18p. (bibl. footnotes) Q (Univ. of Cal. pub'ns in economics, v. 6, no. 3) '29 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Underhill, Francis

The new spirit in Anglo-Catholicism. 57p. S ['29] Milwaukee, Morehouse Pub. Co. pap. 60 c.

Van Roosbroeck, Gustave L.

Alzirette: an unpublished parody of Voltaire's "Alzire." 75p. (bibl. footnotes) D (Pub'ns. of the Inst. of French Studies) c. N. Y. [Author, Philosophy Hall, Columbia Univ.] pap. apply

L'Empirique, an unpublished parody of Voltaire's "Mahomet." 77p. (bibl. footnotes) D (Pub'ns. of the Inst. of French Studies) c. N. Y. [Author, Philosophy Hall, Columbia Univ.] pap. apply

Walker

Problems in accounting principles. 620p. (bibl.) il. O c.'29 N. Y., McGraw-Hill $5

Warren, George M.

Making cellars dry. 28p. (bibl. footnotes) il., diagrs. O (U. S. Dept. of Agri., farmers' bull. no. 1572) '29 Wash., D. C., Gov't. Pr. Off.; Sup't. of Doc. pap. 5 c.

Wisconsin vocational pamphlets; machine shop unit, pt. 2; ed. by H. C. Thayer. 19 sheets il. Q N. Y., McGraw-Hill pap. 35 c. ea.; per doz., $4

Woolard, Beulah Bailey

Giants of fortune; a play especially adapted for senior class day exercises. 38p. O c.'28, '29 N. Y., S. French pap. 35 c.

Tupper, Tristram
Lucky star, or, Three episodes in the life of Timothy Osborn and other stories; il. from the photoplay. 367p. D (Popular copyrights) [c.'20-'29] N. Y., Grosset 75 c.

Undset, Sigrid
In the wilderness; tr. by Arthur G. Chater. 265p. O '29, c.'27, '29 N. Y., Knopf $3
The third book in the tetralogy of medieval life in Norway, "The Master of Hestviken," of which "The Axe" and "The Snake Pit" are the first two volumes. Olav, now a widower, goes to London where he undergoes a spiritual crisis.

Van Dyke, Henry
The man behind the book; essays in understanding 368p. il. D c. N. Y., Scribner $2.50
A book of valuable criticism and interpretation of some famous writers of the past and of the present day.

Verdery, Katherine
A Dixie doll. 192p. il. O [c.29] Ind., Bobbs-Merrill $1.75
Hattie, grandmother's doll of Civil War days, tells her adventures to Letty's other dolls.

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A history of Italy from the Napoleonic Wars to the present, with especial emphasis on Fascism.

Wade, Mrs. Mary Hazelton Blanchard
The boy who dared; the story of William Penn. 238p. il. D c. N. Y., Appleton $1.75
Told especially for young readers.

Walpole, Hugh
Jeremy. 341p. il. (col. front.) D (Novels of distinction) [c.'19] N. Y. [Grosset] $1

Wehner, George
A curious life. 402p. O c. N. Y., Liveright $2.50
An autobiography of a "medium," whose psychic powers were first apparent in early childhood.

Wheeler-Nicholson, Malcolm
The corral of death. 238p. D c. Bost., Houghton $2
An adventure story of soldiers and bandits on the Mexican border.

Wiese, Kurt
Karoo, the kangaroo; il. by the author. no p. il. (pt. col.) O c. [N. Y.] Coward-McCann $1.50
A story for children about the life of a little Australian kangaroo, by an author who once had one for a pet. Illustrated with lithographed crayon drawings.

Wilkins, Harold Tom
Hunting hidden treasures. 266p. il., map O [c.'29] N. Y., Dutton $3
A history of the science of salvaging treasure, with accounts of the attempts to find historic treasures buried in the Pacific and Caribbean Seas. For boys.

Wilson, Grove
The human side of science. 407p. (7p. bibl.) il. O c. N. Y., Cosmopolitan $4
Interesting happenings in the search for scientific truths, with sidelights on the great scientists down through the ages.

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The kitten that grew too fat. 93p. il. (pt. col.) obl. S [c.'29 Phil., Macrae, Smith $1.50
The King's Kitty grew so fat in the palace that she ran away to a little house to work for her meals.

Wolf, M. Herbert
Flint. 306pp. D [c.'29] N. Y., Gage & Moran, 799 B'way $2.50
A modern novel with scenes shifting from Russia before the revolution in Paris and the May Day riots.

Wood, Clement
Hunters of heaven; the American soul as revealed by its poetry; il. by William Siegel. 351p. O c. N. Y., Stokes $3.50
A poet writes of American poetry from Indian songs down through contemporary verse, viewed in a psychological light.

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Old and Rare Books

Frederick M. Hopkins

ACCORDING to current rumors the Anderson Galleries and the American Art Galleries, now under one ownership, will be combined and operated as a single auction house. An official statement from the management of the new concern may be expected soon. There are also reports that the new auction house, which will be operated in the building built for the American Art Galleries, will have competition from another new house, but details of this venture are not yet ready for the public. The growing importance of auction sales in art, antiques and literary property would seem to warrant competition from a house designed along lines proposed by the new organization. The auction world is intensely interested in the realignment that has been in preparation for about two years, but the details of which the public has had little information.

WHAT is believed to be the only complete autograph manuscript in existence of one of the plays of George Bernard Shaw has just come to this country. It is the original manuscript of Shaw's first play, "Widowers' Houses" and was recently purchased by Gabriel Wells in London. Shaw is responsible for the scarcity of his manuscripts, for it is said that he "has no more regard for his manuscripts than a carpenter has for his shavings." Notwithstanding the interest of collectors in his writings, Shaw even tore up the manuscript of his last play, "The Apple Cart." How his first manuscript has survived has not been told. Shaw's original manuscript of "Widowers' Houses" is written on ninety-one pages of a note book 9 by 7 inches, and on forty-seven loose pages of note book paper 4 by 6½ inches. Only one side of each page is used. The note book is written in ink and corrected in indelible pencil, while the loose pages are written in indelible pencil and corrected in ink. In both sections, the corrections are few. The elisions are indicated by a characteristic circular scribble. A few pages were cancelled by large cross marks and the corrected texts written on the pages opposite. The manuscript bears every evidence of having been written easily and fluently. Shaw's own notation on the first page of the manuscript, however, proves that the play was a long time in the process of writing. "First two acts written in 1885. First part of the third act probably in 1890. Second part in 1892. Finished first of August. Pp. 83, 84, 85 added 21/10/'92."

THE current catalog of Bernard Quaritch, of London, contains some very rare and valuable items, among them a Kelmscott Chaucer, vellum copy bound by Cobden-Sanderson, £5000; and a first edition of Fitzgerald's translation of the 'Rubáiyát of Omar Khayyám," 1859 in the original light brown wrapper, enclosed in a levant case by Sangorski and Sutcliffe, priced at £2,250. Loosely inserted is a most interesting letter written by the poet Swinburne to A. C. Benson, dated October 5, 1904, in which he said: "Neither Burton or Rossetti nor I had anything to do with the discovery of Omar Fitzgerald (if a small g is good enough for a ducal family I should think it might be good enough for the traducer rather than translator of Agamemnon). Two friends of Rossetti—Mr. Whitley Stokes and Mr. Ormsby—told him (he told me) of this wonderful little pamphlet for sale on a stall (in St. Martin's Lane—if you know where it is)—to which Mr. Quaritch, finding that the British public unanimously declined to give a shilling for it, had relegated it to be disposed of for a penny. Having read it, Rossetti and I invested upwards of six pence apiece—or possible three

pence—I would not wish to exaggerate our extravagance—in copies at that most exorbitant price. Next day we thought that we might get some more for presents among friends—but the man at the stall asked two pence! Rossetti expostulated with him in terms of such humorously indignant remonstrance as none but he could have commanded. We took a few and left him. In a week or two, if I am not mistaken, the remaining copies were sold at a guinea; I have since—as I dare say you have—seen copies offered at more absurd prices. I kept my own pennyworth (the tidiest copy of the lot) and have it still." Here is the authoritative story of the discovery of Fitzgerald's "Omar" which has frequently been told somewhat differently before.

ONE of the largest and finest collections of publications of the Aldine Press available for the collector is offered for sale by Bernard Quaritch, of London, for $10,000. It comprises 538 editions from this early Italian press, including a very large proportion of its rarest and most sought-after productions, from its earliest issues in 1494-5 down to the end of the sixteenth century. There are no less than 10 editions on vellum, and 11 on large paper; many of these works are represented by ordinary small paper copies. The collection, to which have been added 19 of the counterfeit editions, mostly produced at Lyons, is bound in 609 volumes, all of the bindings being in an excellent state of preservation, and a considerable number of them original, including books bound for Grolier, Laurent and Francis I. A large number were bound for De Thou, and for Renouard by Derome, Bradel, Bisiaux and Bozerian; and one is by Roger Payne. There are 20 books with entirely uncut edges, a number which includes one mostly unopened. The nucleus of this collection, the like which can certainly never be assembled again, was from the library of the Earl of Powis, and this has been considerably augumented and improved by judicious purchases since especially from the finely bound library of the late Lieut.-Col. Sir George Holford. A complete catalog of the collection, which is considerably larger than that sold by James Toovey to J. Pierpont Morgan thirty years ago, has been printed with a full collation of every book, and may be regarded as a necessary supplement to Renouard's great bibliography.

THE current catalog of the Bookshop of Harry Stone, 24 East 58th Street, of which we are favored with an advance copy, comprises 339 lots, mostly first editions of American and English authors. Mr. Stone has become very active in this line, and many rare items are passing through his bookshop. Among some of the outstanding items are Mark Twain's "Innocents Abroad," 1869, first edition, $200; Stephen Crane's "Red Badge of Courage," 1895, first edition, $300; Emerson's "Essays," 1841, first edition, $200, and "Poems," 1847, first edition, $75; Hawthorne's "The Scarlet Letter," 1850; first issue of the first edition, $265; Holme's "Autocrat of the Breakfast-Table," 1859, first edition, $100; and Frederic Remington's "Ranch Life and Hunting Trail," 1888, first edition, $60. These prices illustrate the steady advance in the value of first editions of American authors.

THE first auction catalog of the season comes from Charles F. Heartman, of Metuchen, N. J. It comprises rare Americana, historical broadsides, pamphlets, books, autographs, including many fine and valuable items, which will be sold on October 12. Among some of the rarer lots are Ralph James's "The Fashionable Lady," London, 1730, original edition of the first play written by an American; William Penn's "The Man of Honor," 1689; "Consideration of the Propriety and Necessity of Annexing the Province of Texas to the United States," New York, 1829; and many others of similar scarcity.

JAMES R. CANNY has resigned as manager of the book and print department of the American Art Association. Mr. Canny was employed by the association in 1913, working under Arthur Swann while he had charge of the department, and soon following him in its management after his resignation. In the last sixteen years Mr. Canny has made many friends among collectors and dealers, who will be interested in his success, and will hope that he will continue his labors in the rare book field.

A COMPLETE collection of all the editions of the "Narrative of the Life of Mary Jemison" will be shown in the exhibit of the Pynson Printers, 239 West 43rd Street. This exhibit coincides with the publication through Random House of the twenty-third edition of this journal of Indian captivity, and, so far as is known, it is the first time that a complete collection of the editions has been shown. Several public libraries have important collections of this famous book but none has a complete collection. The exhibit will be open to the public through October, and there will be a supplementary exhibit of broadsides of Pynson Printers on the walls of the room.

AN exhaustive bibliography of Lafayette is proposed by Stuart W. Jackson, and this will be printed by William Edwin Rudge at $17.50 if sufficient advance interest is shown. Mr. Jackson is an ardent collector of Lafayette items and began the work some ten years ago. He has on his list about 1,000 titles, which includes all the books, tracts and pamphlets to be found in principal American and European libraries. Any dealers, collectors or librarians interested should write soon to William Edwin Rudge, 475 Fifth Avenue, New York City.

MANUSCRIPTS and illustrations bearing upon the life of Kings College in the years immediately after the founding in 1754 are being collected by the Columbia University 175th Anniversary Committee, for exhibition in Avery Hall during the week of the anniversary celebration beginning October 25. The exhibition will cover the period from the founding until the year 1775, and will have a very special interest to collectors of material relating to old New York, especially before the Revolution.

DELL, of London, will publish in October a limited edition of a book, hitherto known as "Letters supposed to be Written by Yorick to Eliza," which is now presented for the first time as an authentic work of Sterne's. Originally issued 150 years ago, with a preface by an anonymous editor expressly disclaiming any desire to pass it off as Sterne's, it was ascribed to William Combe, the author of "Dr. Syntax," and has been neglected ever since. It is now revived by Margaret R. B. Shaw, who, claiming it to be a genuine "Second Journal to Stella," contributes an introduction giving the evidence on which her contention is based. Her case is supported in a preface by Charles Whibley.

RAE BLANCHARD of the University of Texas Library has prepared for the Bibliographical Society a bibliography of editions of "The Christian Hero," by Richard Steele. Twenty-two editions of this essay with which Steele began his career in 1701 appeared between the dates of 1701 and 1820. Mr. Blanchard gives bibliographical descriptions of all of these, and locates the libraries in which copies of these works may be found.

THE September catalog, No. 524, of Maggs Bros., of London, has a considerable representation of publications of modern private presses. Some of the outstanding items are the Doves Press Bible, 5 vols., £165; the Kelmscott Chaucer, £475; other Kelmscott Press publications included Coleridge's "Poems," 1896, one of eight copies printed on vellum, £80; Keat's "Poems," 1894, £48; Morris's "The Story of Sigurd the Volsung and the Fall of the Niblungs," 1898, £46; and Shelley's "Poetical Works," 3 vols., 1895, £60. There are indications here as elsewhere that there is a very keen interest in finely printed books, but the apparent discrimination now being used should encourage publishers catering to this field to do their best if they wish to win real success.

Catalogs Received

Americana. (No. 51; Items 1166.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Americana. (No. 101; Items 181.) Montgomery Cooper, 243 North Montgomery St., Memphis, Tenn.

Americana. (No. 6; Items 439.) M. C. Simons, 244 East 3rd St., New York City.

Books about people. (Items 101.) Stanley O. Bezanson, 32 Ames Bldg., Boston, Mass.

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Grammars and dictionaries of Oriental languages. (No. 12; Items 225.) Benjamin F. Gravely, Box 209, Martinsville, Va.

Man through the ages, his origin, customs and beliefs. (No. 517; Items 1305.) Francis Edwards, Ltd., 83, High St., Marylebone, London, W. 1, England.

Rare and interesting books on engineering, civil, military and architectural. Industrial Book Co., Inc., 280 Broadway, New York City.

Sanskrit grammars and dictionaries. (No. 15; Items 46.) Benjamin F. Gravely, Box 209, Martinsville, Va.

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The Photo Miniature No. 149. Photographic Chemistry.
Proceedings of the Institute of Radio Engineers. Sept., 1927.
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Spinoza. Chief Works. 2 vols. pub. George & Sons Bell, London.
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Low Tide on Grand Pre. 2nd ed. Cambridge & Chicago. 1894.
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Sappho. London. 1906.
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Keats Poem and Fiske Orations. 2 vols. Bibliophile Society. 1910.
Selections from Byron, Wordsworth, Shelley, Keats and Browning. Ed. Charles Townsend Copeland & Henry Milner Rideout. New York, etc. American Book Co. 1909.
John Keats, the Poet of Beauty. James Leatham. The Cottingham Press. N.D.
Poems of John Keats. Ed. with introduction & notes by Nelson Antrim Crawford. Girard, Kan. Haldeman Julius Co. 1923.
Poetical Works of John Keats. With a Life. Boston. Little, Brown & Co. New York. Evans & Dickerson, etc. 1854.
Keats. The Eve of St. Agnes and Other Poems.

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The Poetical Works of Howitt, Milman and Keats. Philadelphia. Thomas Cowperthwait. 1840.
Poetical Works of John Keats. With a Memoir by R. M. Milnes. Phila. E. H. Butler & Co. 1855.
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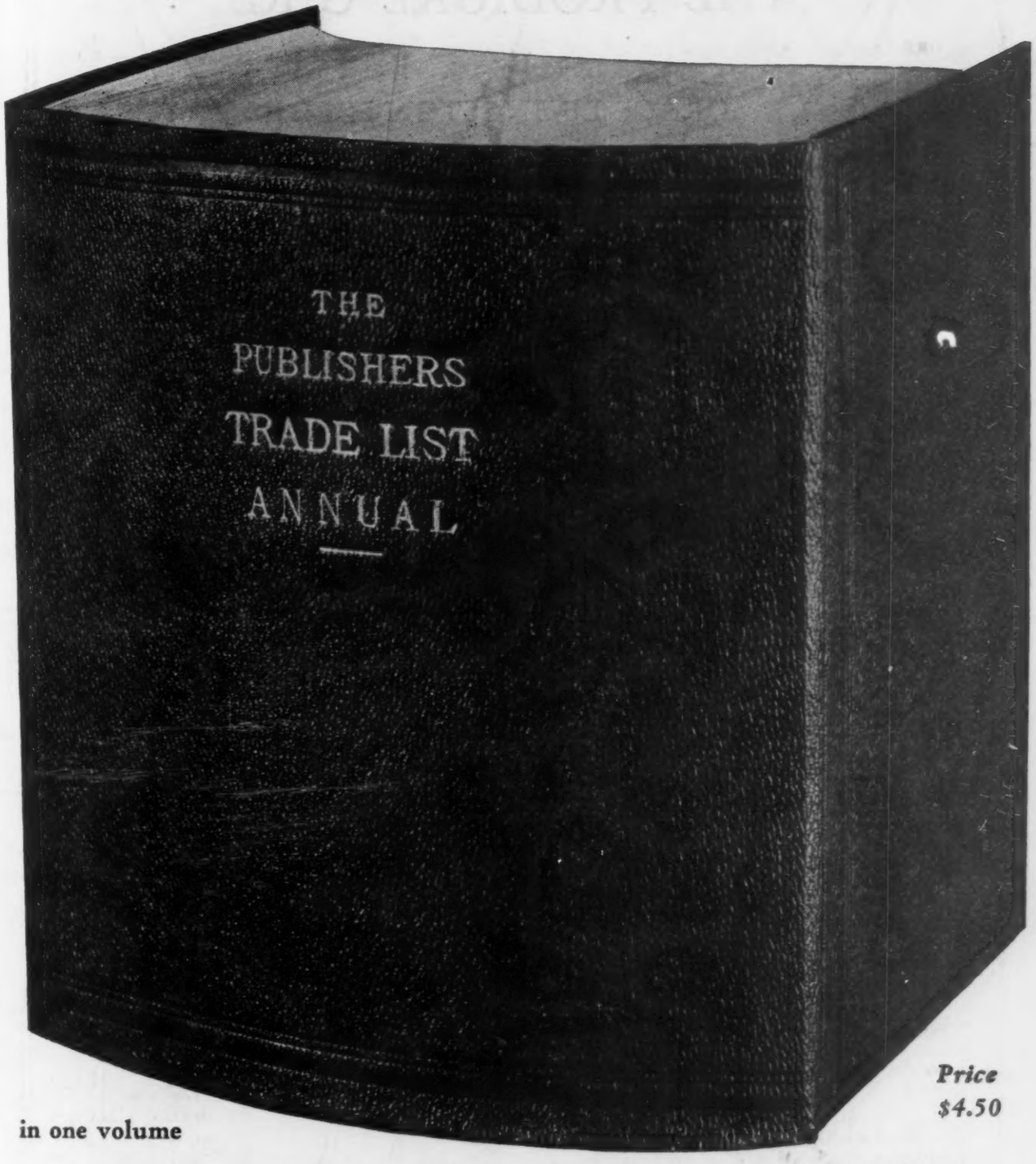
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